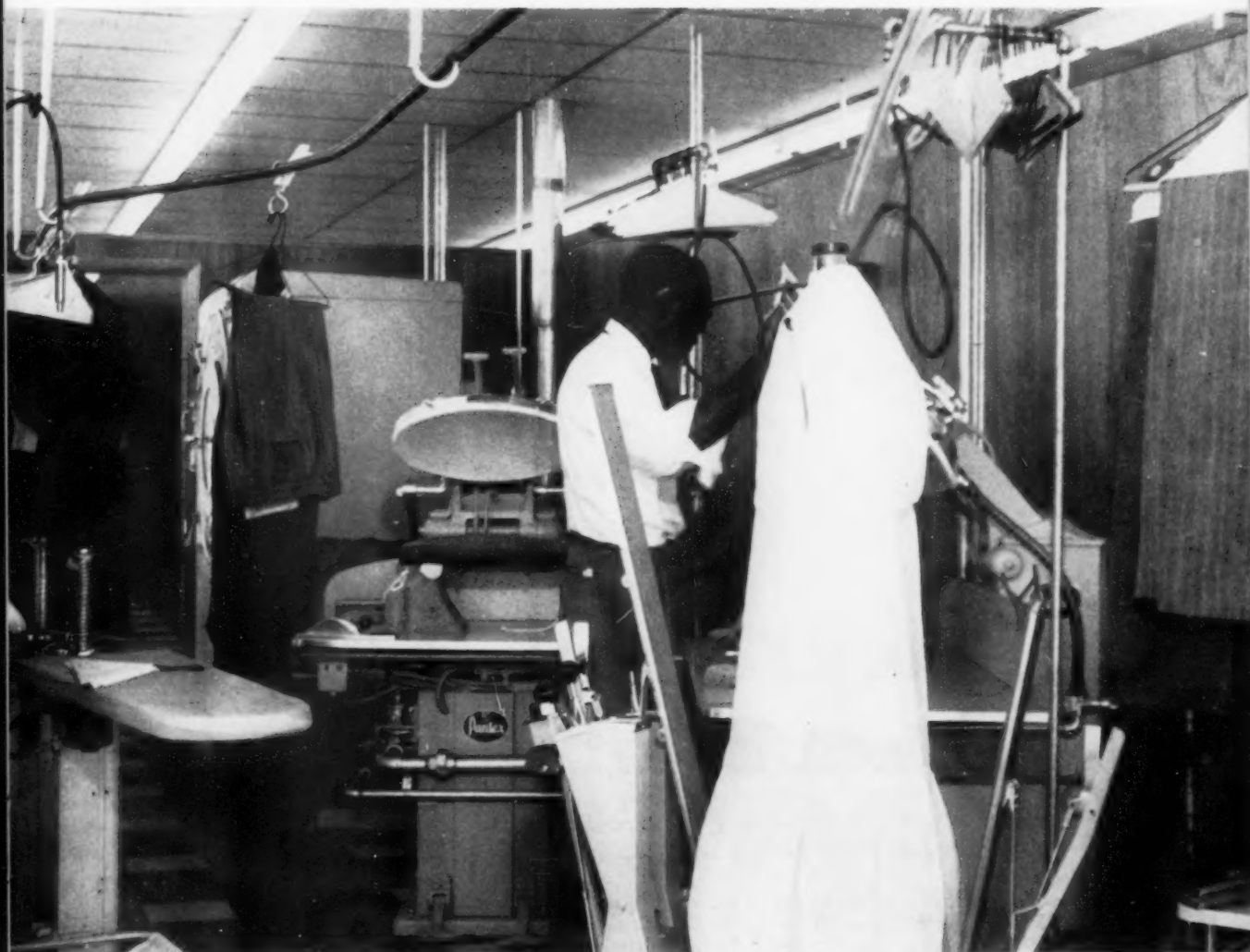


*First in
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Since 1910*

THE **NATIONAL CLEANER**

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Full report on coin-op drycleaning in Denver, Colorado, telling the how, why and what of the 100 coin-op installations, their impact on the professional cleaning industry, and the direction they are heading.

NOVEMBER • 1961



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Clean-only thrives
on coin-op



Two-price system
encourages
plant service

NOVEMBER 1961 • VOL. 52, NO. 11

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NEW PRODUCTS *and literature*



Gas-Heated Tumbler Dryer

A substantial reduction in gas consumption and more efficient drying are claimed for the new Model 37-AB gas-heated tumbler dryer introduced by Huebsch Originators. Input of the 37-by-30-inch unit is 113,000 B.t.u.

The machine features a solid steel cap over the top for easier partitioning, a gas pressure regulator for more uniform drying, magnetic door latch, variable temperature selector, automatic backdraft damper, self-cleaning lint screen and "Magic Carpet" lint removal. Appearance maintenance is also said to be easier due to a new stainless steel kickplate and protective frames around the coin vault and meter to help prevent marring. Colors are available at no extra cost.

For more information: Huebsch Originators, Milwaukee 1, Wisc.

Deodorizing Mist

A deodorizing mist that is said to prevent the formation of perspiration odors on fabrics can be applied to clothes during the drycleaning process in the Hoyt Venclene self-service drycleaning machine. The deodorizing action, known as V-Mist, is provided by Cyana Guard

bacteria-killing agent, a product of American Cyanamid.

The mist is said to prevent the formation of perspiration odor by killing odor-causing bacteria. It is applied under pressure during the last cycle of the cleaning process, when clothes are being tumbled and fluffed in the machine. The mist is an odorless spray, said to be compatible with textile finishes and harmless to fabrics. The treatment is claimed to be long-lasting and need only be renewed each time the clothes are drycleaned in the Hoyt machine.

For more information: Hoyt Manufacturing Corp., Westport, Mass.

Water Repellent

A new Water "White" Repellent is said to offer the dry-cleaner 100 percent spray ratings, plus protection against mildew, bacteria and odor. The manufacturer reports this formulation was specifically designed to solve problems being encountered with excess detergent left in garments.

For information: Hope Chemical Corp., 545 Mineral Spring Ave., Pawtucket, R. I.



Self-Service Drycleaner

The Frigidaire Rapid Drycleaner, a high-speed unit designed for use in self-service stores, is capable of cleaning five 8-pound loads per hour using conventional solvent, the manufacturer claims. It is said to provide such rapid and complete extraction of the solvent that drying can be achieved in about 11 minutes. The unit, cleaning and deodorizing units in a booth, is attendant-operated, and the overall booth is 5 feet 1 inch wide, 6 feet 2

inches deep and 6½ feet high. It can be installed as a single unit or in multiple arrangement. Necessary venting, plumbing and electric outlets are built in.

For more information: Frigidaire Division, General Motors Corp., Dayton 1, Ohio.

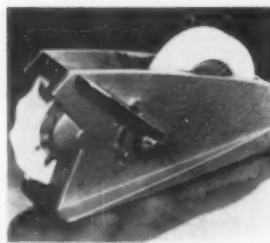


Coin-Op Hanging Scale

A new hanging scale Model 300, designed especially for coin-op establishments, has a supporting stand that rests on the floor and may be attached to any table or counter. This brings the basket to a convenient working height, with the large dial at eye level.

The scale has an 8-pound capacity and shows "Safe Load" and "Overload" areas. The stand is joined in three sections which may be separated so that the complete scale ships by Parcel Post. Shipping weight is 16 pounds.

For further details: Newhouse Specialty Co., Inc., 3827 San Fernando Rd., Glendale, Calif.



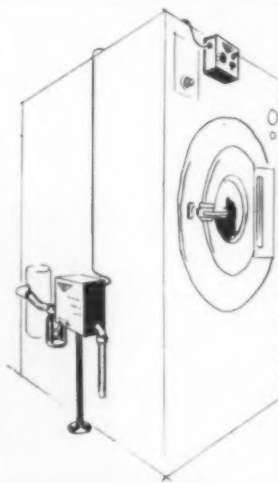
Improved Tape Dispenser

The new "Scotch" brand M-96 definite length tape dispenser, designed for transparent, masking, drafting, freezer

and autoclave tapes on a 3-inch core, is said to cut waste by preventing curling and by controlling the amount of tape dispensed.

It can be set to dispense ¼- to ½-inch strips of tape. Strips feed onto a scalloped plastic wheel which holds the tape and prevents curling, allowing easy pickup without touching the tape ends. The dispenser is adjustable for right- or left-handed people by a mandrel setting which changes the position of the tape. The machines are of metal construction in pine frost green color and weigh 7½ pounds.

For more information: Dept. P1-499, Minnesota Mining and Manufacturing Co., 900 Bush St., St. Paul 6, Minn.



Perk Recovery Control Steam Injector

An automatic perk-recovery control and steam-injection unit for perk-recovery tumblers that together, according to the manufacturer, cut utility and labor cost, also reduces claims and improves quality and speed in finishing.

It reportedly prevents overheating of clothes by sounding a buzzer as soon as all solvent is evaporated from a load and, at this precise moment, turning on live steam through the injection unit. Thus, it is claimed, there is no opportunity for much drying out of the fabrics and prevents shrinkage, wrinkling and stain setting. The control

Continued on page 86

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.

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MOST

or

WHO MADE

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THE BEST!

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GAS HEATED DRYER

MODELS

M3750 - METERED AND T3750 - TIMER

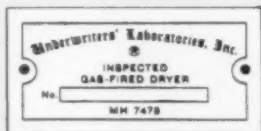
Sets a new high standard for the industry... built under strict quality control... has self-clearing slug rejector coin meter, or accurate timer control... permanent type steel lint cylinder... separate high-low temperature control... economical and efficient gear-driven transmission... safety features.

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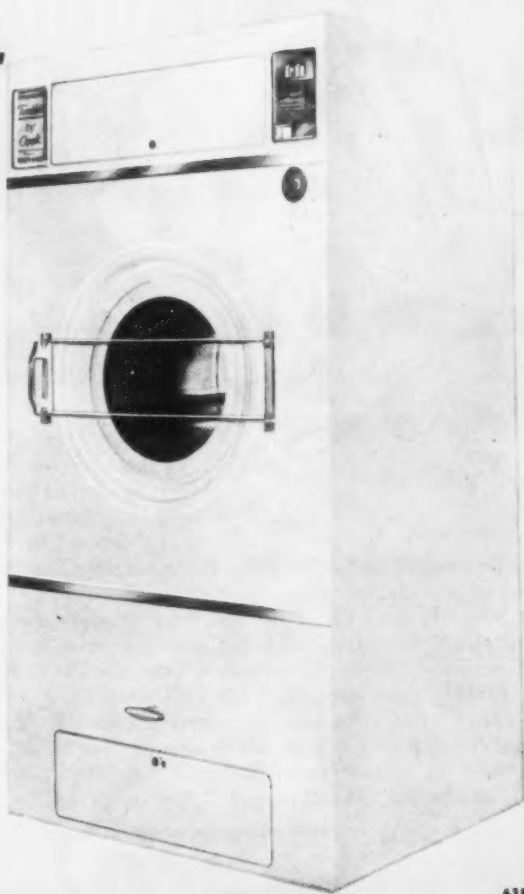
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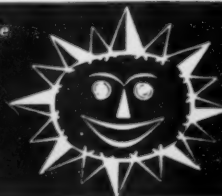
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ASSOCIATION NEWS

Successful Exhibit at Cleveland: A total of 4,800 persons registered at the recent Sectional Exhibit of Textile Maintenance Equipment and Supplies held in Cleveland. Of those allied trades present, 900 were connected with the exhibits, and 800 more were non-exhibiting. The balance of the 3,100 persons were either plant-connected or visitors. At first glance this might seem a disappointing number

of persons in attendance compared to some national conventions, for instance.

However, the exhibitors were well satisfied with the business activity experienced. The explanation is that those cleaners and laundryowners, who did come to the Cleveland show, meant business. Very few of them were out just for a little vacation or a change of scenery. As a result, visit-

ing and socializing was at a minimum. It is significant that at this show most of the registrants attended for one day only. They came in the morning, looked over the entire exhibit, and then, in most cases, departed for home again that evening. Room hopping at the hotels was relatively quiet.

This first sectional exhibit by the LCATEC can be labeled a success.

□ □

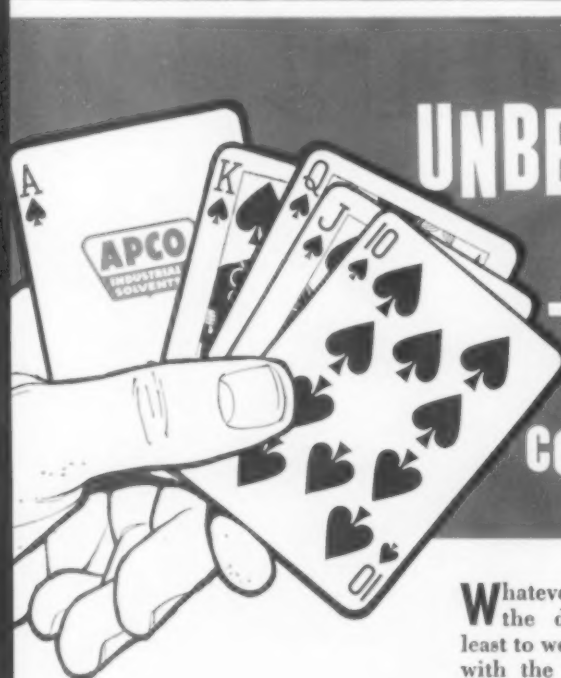
Suede and Leather Men Meet: The Suede and Leather Refinishers of America met recently in Chicago, and voted to accept two new member plants and reinstate one plant. Robinson Cleaners, Columbia, Mo., and Leather Nu Cleaners, Detroit, are the additions. Kirk-Edelman Inc. of Chicago is assuming the membership formerly held by Kirk's Leather Cleaners of that city.

New officers elected were: Joe Adamowski, Salzberg Cleaners, Bay City, Mich., president; and John Popp, Kirk-Edelman Inc., vice-president. John Psyarchuk, Glove Cleaning, Cleveland, and Elmer Jochem, Deer Park Cleaners, Cincinnati, were re-elected secretary and treasurer respectively.

□ □

New Association Formed: The Eastern Dry Cleaning & Laundry Machinery Distributors Association, Inc., has been formed by distributors of drycleaning and laundry equipment in the metropolitan areas of New York and New Jersey. Formed to establish ethical standards for its members in sales, the association also intends to stimulate honest advertising, to promote the concept of dealer performance, to cooperate with those agencies working for safety in the use and operation of machinery, and to develop a set of procedures and practices in handling customers' complaints.

Charter members are Kenston Corporation; Hoffman Machinery Distributors of New York, Inc.; Metropolitan Dry Cleaning and Laundry Machinery Co., Inc.; Panak-Gannon Dry Cleaning Machinery Co., Inc.; Prosperay Distributors, Inc.; Bronx Pressing Machine Company, Inc.; Hoffman Machinery Distributors of New Jersey, Inc.; Co-Apco Cleaners Equipment Corp.; Pinnacle Products Corporation; Allied Steam Corp.; and Irving Hoppen Corp. Officers are Mac Fine, president; Harry W. Herman, vice-president; Morey Silverman, secretary; and Lawrence W. Baff, treasurer.



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- by ANY
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Whatever competition arises, the drycleaner with the least to worry about is the man with the finest **QUALITY**... and the fast **SERVICE** today's

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APCO Solvents get ALL of the soil, with a safety no synthetic can match—no bleeding of dyes or melted plastic buttons to explain away. Fibers are actually renewed; garments are returned as fresh and bright as the day they were bought. With **DEODORIZED APCO 125** or **DEODORIZED APCO 140**, you can promote **1-HOUR SERVICE**.

If "clean-only" service seems impending in your area, you have the facilities. And as a Petroleum Solvents drycleaner, you have the **QUALITY** no competition can touch!



DEODORIZED APCO 125
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STOD-SOL • APCO 360



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HOT AIR



CISSELL

building a Cissell Dryer would be very easy. We could eliminate the 8-Stage Heat Control, the separate fan and basket motors, the no-sag, no-snag basket with its extruded perforations. We wouldn't need the Cissell-built gear reducer, the double walls, the full-width all-metal lint drawer. We could do without the 3,200 cubic foot per minute air displacement. But why go on? We could eliminate all those . . . but then we wouldn't have a Cissell. Every part, every feature, every safety check works for you . . . giving you service, dependability, protection. Any changes on a Cissell will be made only to improve it. And our research is at work every day hunting for new ways to make your Cissell Dryer serve better.

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New Honeywell conveyor control system pleases customers with fast counter service! Your counter girl merely dials the number of your customer's garments on an attractive counter control panel. The Honeywell controlled conveyor system delivers

them automatically in seconds. Use any storage identification system you like. The conveyor system always takes the shortest route. Ask your conveyor manufacturer about the new Honeywell MagiCare Conveyor Control System.

Honeywell MagiCare* brings customers back!



New Honeywell MagiCare Tumbtrol* maintains ideal drying conditions at all times! At a central panel, you select the right drying time and temperature for *any* garment—even hard-to-handle synthetics. The Honeywell Tumbtrol System reacts instantly to any temperature change in your laundry tumbler or drycleaning reclaimer to prevent shrinkage or damage to fabrics. Other features include continuous indication of existing tumbler temperatures and provision for end-of-cycle alarm.



New Honeywell MagiCare System prevents shrinkage and wrinkling during washing! No matter what the humidity outside, the Honeywell MagiCare System always maintains the relative humidity of your washer solvent at a level best for each type of material. Garments come out consistently brighter and softer—with no wrinkling or shrinkage. You save time and money on spotting and pressing. Works equally well with Stoddard or perchlorethylene solvents and with any soap concentration.

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Solvent Temperature Controls



L6018D Two Stage Thermostat. For perchlorethylene systems. Controls a steam valve and a water valve where both heating and cooling are required.



V4019A Solenoid Water Valve. Releases cold water to heat exchanger upon call from temperature controller.

Furnace and Boiler Controls



RA890 Protectorelay*. Electronic flame detection for gas burners and oil burners.



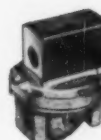
R478 Protectorelay. Electronic flame detection offering either flame rectification or Flameguard*.



Q283 Flameguard Photocell Mount. Combines with a photocell to make up a flame detecting unit for use with the R478B Protectorelay.



VA835 Solenoid Gas Valves. Designed for use with gas burners using two-wire, low-voltage control. Available sizes: $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{3}{4}$ ".



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DREAM...**

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STEAM**

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ECONO-MATIC**

Work saving overhead conveyor systems... for use in handling garments at the retail, distributor and manufacturing levels.

Regardless of the shape or size wanted, an ECONO-MATIC system can be economically installed. The picture below shows the ECONO-MATIC at work in a dry cleaning establishment as a call office storage rack.



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AND LOW LOW PRICES**

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LETTER *from the editor*

About the Denver survey

THIS ISSUE is pretty much taken up with our survey of the concentration of drycleaning coin-ops in Denver, Colorado. To those readers who are weary of the subject of coin-ops, we apologize.

Yet one cannot pursue a subject of such importance only halfway. Therefore we have been alert for a "mature" coin-op market. We hoped to be able to assess, and possibly still forecast to some extent, the impact of coin-operated drycleaning by projecting such a market.

Our recent report on Joliet, Illinois, was the first, and was on a small city. This Denver report is the first assessment of a large metropolitan area.

In a way, we have failed! Both evaluations are premature. Denver coin-op increase by 50 percent is expected before 1962. Solid, meaningful statistics are hard to come by. Speculation and rumor must be waded through up to here.

Major omission from the survey was a cross-section of people who had not yet tried drycleaning coin-op. Much depends on what they think of it, and how many of them are truly potential coin-op customers.

The drycleaning industry actually is in much the same position as the car manufacturers were five years ago. The bantam and compact cars seemed to be catching on. But were they a fad? A mass market? Would they supplement, or supplant the big cars?

Asking the same questions about coin cleaning, Denver and Joliet seem to tell us: It's a mass market; it supplements pro cleaning. And just as the compact cars are now

merging with the biggies in the mushrooming array of new models, so coin drycleaning is likely to blossom in a variety of services blending into professional drycleaning as we traditionally knew it.

As straws in the wind, we call your attention to several case histories stemming from the Denver survey, which follow it in this issue.

* * * *

Out of Pittsburgh come signs of new secondary developments in coin-op drycleaning. One is the sharp increase in use of coin cleaners by the press shops and tailors. Other is the story of routemen splitting up their orders. The harder work is taken into the plant to be processed as usual. But sweaters, skirts, blankets, sports wear, etc., these drivers hold out. They take them to the coin-op in the evening and run them themselves, charging the customers the full professional price. They even swiped packaging and invoices from the plant to go with this coin-cleaned work.

There are always some in every crowd!

* * * *

And back in Denver, there already is arising an outcry among the coin-op brethren against "chisellers," against those that drop to a dollar special price, or advertise a 12- or 15-pound load at the prevailing \$1.50, or give away hangers and plastic bags without charge.

Doesn't it all have a familiar sound, somehow?

And the guy who tried pickup-and-delivery on coin cleaning decided it doesn't pay.

Bill Palmer

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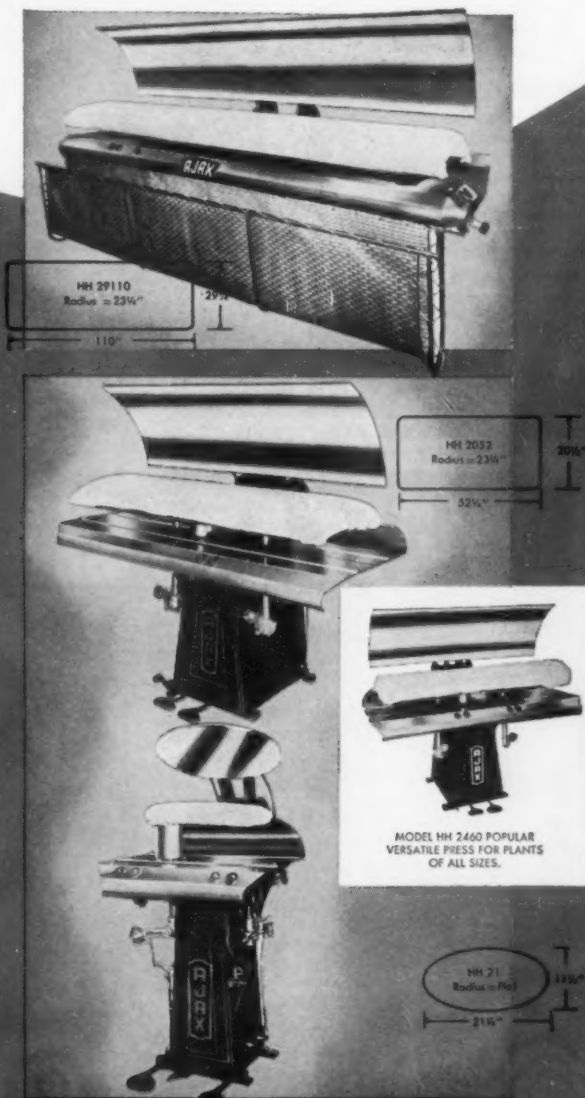
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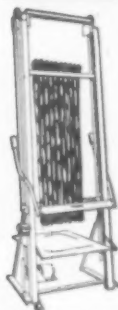
The versatile one-operator unit for plants of all sizes. Equipped with hot heads, lower steam and vacuum, and dual air pressure controls. Hard-to-do household and drapery items are finished quickly and easily. Get your share of profits from this growing field, by supplying a fast quality service. Additional model sizes available on request.

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You receive extra profits from this additional service to your customers. The Pleat-A-Drape pays for itself several times in one drapery cleaning season. Only 3 ft. x 4 ft. of floor space is required for this sturdy built, efficient, fast, economical machine.

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With props from a local display dealer, Mrs. W. M. Bollinger assembled a very striking Christmas display in the lounge of the call office at Courtesy Cleaners in Cape

Girardeau, Missouri. This included a cardboard fireplace and figures of Santa and boy choristers.

A white shag rug was laid in front of the fireplace. A triangular dish was heaped with several sizes of red glass balls on the low coffee table. Somber contrast to the gay reds and orange shades was the piece of driftwood painted a jet black, which regularly adorns a corner coffee table.

Two wreaths were made of garment-bag sheeting. This was cut in strips and the edges pinked. Each strip was pushed together in a bunch or roll, then the middle of the roll fastened to a small hoop. When many rolls are thus crowded together, the pinked edges all face outward. The wreath is then decorated with ribbon, bells, sprigs of greenery.

The toothpick tree and the clowns on the mantle were obtained from the five-and-ten.

This comparatively simple display caused a great deal of favorable comment by customers. One reason was that it had elbow room. The background wall space is wide enough so the grouping and fireplace seem natural there. The area always contains chairs and a settee, so a home-like arrangement around the fireplace was possible. No other Christmas decorations were placed near this grouping to compete with it, so that it remained the focus of attention.

One warning—customers are quite taken with the wreaths of plastic bagging, and frequently ask for some of the material. It takes several yards of the stuff to make a good wreath!

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Make one call do it all!

LAUNDRY
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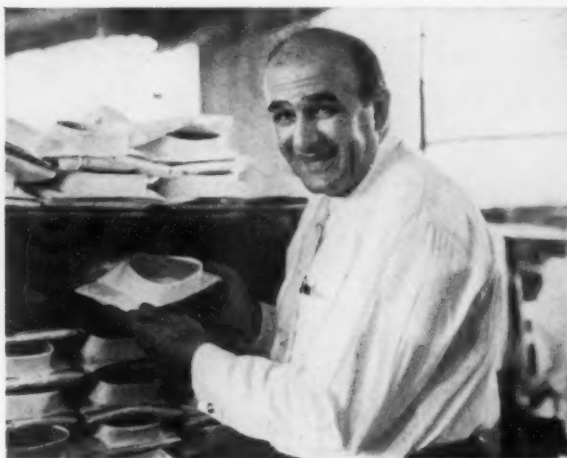
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M. Friedlander, Pres., says, "Our fifteen years of Yellow Pages advertising have been instrumental in our fifteen years of continuous growth."



R. Bovino, Plant Mgr., says, "In one week the Yellow Pages brought us four customers. Many new residents find us through the Yellow Pages."



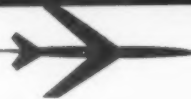
L. Weiss, Sales Mgr., says, "Even after being canvassed by our routemen, people often refer to the Yellow Pages to get in touch with us."



H. Walker, Office Mgr., says, "People looking for a laundry naturally look in the Yellow Pages. That's why nothing could replace our Yellow Pages ads!"



Display this emblem. It builds your business!



TENAX CLESCO—



the **RUGGED ONE** CLESCO 420

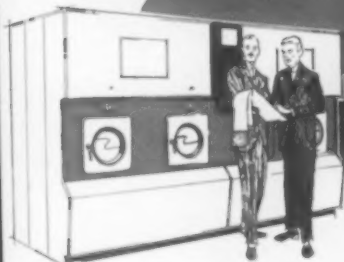
RUGGED Designed from the ground up as a coin-op dry cleaner! Not a converted washer. Completely self-contained . . . each unit operated independently!

RUGGED Lowest installation cost! No plumbing or sewerage . . . each Clesco 420 completely piped and wired . . . includes remote solvent storage tank, filter and cooker!

RUGGED No pre-evaporant . . . every unit has self-contained refrigerator! More mileage from a drum of Perc . . . up to 3 times more than other makes.

RUGGED Over 10 pounds capacity in stainless steel cylinders. All parts are standard and available locally.

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20 lb. load

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(Please check one) ☐ I am a distributor ☐ I am an operator

DELIVERY...



P1345 Step-Van 7



R1205 Corvan

C1405 7½-ft. Panel



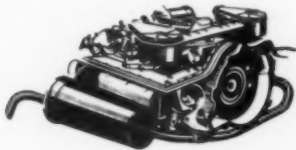
**1962 CHEVROLET JOBMMASTER TRUCKS ARE BUILT TO KEEP
SAVING AND SAVING AND SAVING AND SAVING AND SAVING**

MORE WAYS TO MAKE MORE MILES (AND MONEY)!

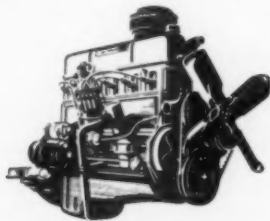
Matchless performers... matched to the job. That's what you'll find under the hoods of Chevrolet light-duty trucks for '62. More sure-saving power plants to choose from than ever before. New assurance of the *right* power for the job—power that does just what you want it to so that operating costs stay at a *low* low.

Standard in conventional models is the thrifty High Torque 235 Six, an engine that's powered more payloads than any other. *Then for heavier, harder working jobs that take more out of a truck, Chevy offers two great optional (extra-cost) engines for '62: the big High Torque 261 Six, available for the first time in this weight class, and the spunky High Torque 283 V8 with short-stroke design.*

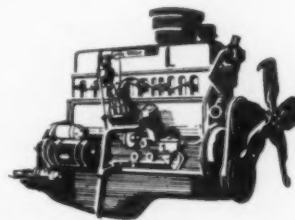
Add to this engine spread the space-saving High Torque 145 Six provided in Corvair 95 models and you've got a broad, all-purpose lineup that allows you to match the power to your type of work and nurse the last penny's worth of performance out of every operating dollar. Talk it over with your Chevrolet dealer soon. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



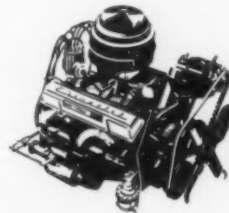
Compact High Torque 145 Six—air-cooled “pancake” design (only 17” high) saves space and minimizes weight by eliminating water jacketing, radiator, coolant and water pump. Gone for good are antifreeze and cooling system maintenance expenses. With fuel-saving valve-in-head design, the 145 Six develops 80 hp and 128 ft.-lbs. of torque—ample for brisk performance with big loads.



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Rugged High Torque 261 Six—you get extra torque (235 ft.-lbs. of it) for extra tough pulls, *plus* proved 6-cylinder economy—available for the first time in Chevrolet light-duty trucks. Provides 150 hp and scores of reasons for efficient, cost-saving performance—forged steel crankshaft, high-alloy inlet valves, precision bearings, hard-faced exhaust valves with Rotocoils, to name just a few.



Efficient High Torque 283 V8—made to order for runs that call for the extra punch of V8 power. Advanced short-stroke design knows how to nurse extra power and miles out of every drop of gas. 160 hp and 270 ft.-lbs. of torque get big loads moving quickly and efficiently. Top durability features include chrome-plated piston rings, Moraine 100 bearings and hydraulic valve lifters.



CHEVROLET

AND SAVING AND SAVING AND SAVING AND SAVING

EDITORIAL

Codes of ethics!

An increasing number of codes of ethics are being called to our attention. The Department of Commerce works on a code for all business. A professional society re-examines its code. Drycleaning associations show re-awakened interest in codes of ethics, stimulated by new competition.

There are two ways to regard a code of ethics. We suspect the prevailing view is as a secondary body of law having application to a special group. Regulation and enforcement, instead of being by governmental agency, are through less direct means of ostracism, social stigma, cooperative counter-action and indirect business pressures.

Those holding this view find it smart to chisel on a code of ethics. This is usually excused as being only sharp business, the thing to be expected of an astute businessman.

Really, it's a matter of basic philosophy of life. If the prime reason for living is to "get ahead in the world," the unethical man is perfectly justified in his action. Codes of ethics then might be regarded merely as a device to slow the aggressive man down to the pace of his competition.

But if the purpose of living is to increase the spiritual stature of the individual, then codes of ethics must be regarded in different light. What's ethical then applies to what I do or don't do, regardless of what the other fellow does.

Instead of the immediate material advantage or disadvantage that results through code violation, be aware there has also been a change in spiritual growth in the violator.

Sharp operating develops insensitivity in business dealings. This spreads throughout a man's life. Can he deal roughly with competitors, but not with associates? Browbeat help, and not his family? Pull political strings, yet be humble in church or synagogue?

Change the frame of reference a bit. In much of American society it is smart to chisel on taxes, though others must pay more to offset it. It's smart to beat a parking ticket, though others lose parking spaces.

Is it too far-fetched to assume a direct connection between this, *our* personal moral insensitivity to the law, and the insensitivity of cop-fighters and muggers? Who is it that must first set the ethical pace in a healthy society? These young punks, or we who know better?

It may seem smart to violate some laws, yet the ethical part of violated law comes back to haunt us, through increased insensitivity in society. So, rather than being a curb on the other fellow, the ethical code is what you personally contribute to society. Codes of ethics enable you and me to set an example to the socially immature business punks.

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New York Executive, Editorial and Advertising Offices, 466 Lexington Avenue, New York 17, N. Y. Telephone: ORegon 9-4000.

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HONESTLY BUILT... Of superb materials . . . engineered to perfection by Westinghouse.

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IMMEDIATELY AVAILABLE... Because we waited until we could be sure . . . because we did not jump the gun with blue-sky promises . . . we can now deliver your Westinghouse Laundromat® Drycleaners upon receipt of your order. You want only the best for your store . . . and the consumer-accepted, trouble-free WESTINGHOUSE LAUNDROMAT® Drycleaner will prove to be your best long-range investment.



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 **ATLAS**
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Left, top to bottom: Coin-operated finishing can be promoted by the attendant. Although instructions are quite clear, the average customer still needs to be encouraged to give the machine a try. This applies to both the press and the steamer in the background. This attendant is dressed in Scotch kilt and bonnet. They associate with the coin-op's name of "Scotch Holiday." The same proprietor also has a Dutch Holiday and a Western Holiday with the attendants appropriately garbed



Decorator-fold device is provided without charge for the convenience of coin-op customers. The attendant is showing how to use device. Customers are quite excited about this service



Plunger-type investor has converted this grocery supermarket to a textile maintenance supermarket. In another section of town he also converted a drive-in restaurant to a similar coin-op setup. The intent is to find out how much space the coin-op will occupy in this large building, and then rent out the rest to other businesses

This TV lounge is only slightly more extravagant than many being provided by the Denver coin-ops. Large clock on the back wall enables the customers to keep track of their times

IS DENVER SATURATED with coin-operated drycleaning? Apparently not. Are coin-ops making any money? A few are making some money, none are reaping a harvest at last count. Can they make money? Yes—about as many as in any other kind of business. Are regular cleaners being hurt? Apparently marginal ones are, the rest not.

The reputation of Denver, Colorado, as the "coin-op capitol of the world" has been spreading rapidly. Actually its degree of saturation does not yet approach that of Joliet, Illinois, reported in our September issue. But Denver is the largest city to have loaded up on coin-op drycleaners, so it is time for a check-up on how they are doing.

In a solid, busy week we interviewed well over 100 people; drycleaners, coin drycleaners, coin-op employees, equipment makers, allied tradesmen, customers, finance and credit sources, newspaper business- and women's-page editors, and home economics teachers. The last group hadn't heard of coin-op yet!

Three things were soon apparent in conducting this survey: (1) Very few of the people involved seemed to have their fingers on the situation sufficiently to even claim they understood it; (2) Tremendous amounts of misinformation are floating around, and apparently believed on all sides

DENVER— THE COIN



—flat contradictions, stated in all apparent sincerity, seemed to be the rule rather than the exception; (3) Most persons involved are reacting from prejudice and emotion that color their thinking and prevent objective reasoning and analysis.

A typical incident involved one of the older coin-ops that is admittedly doing well. In several neighboring package plants and stores, *each* owner insisted he was doing as well as last year or, as in one case, 25 percent ahead. *Each* owner also assured us that his professional cleaner neighbors were all hurting. One reported a neighbor as much as "40 percent off!"

Allied trades assured us this actually was an "exploding suburb" and *all* of them were doing well.

There are at best count 100 coin-operated drycleaning installations open for business as of October 1 in the metropolitan area of Denver. It is conservatively estimated there will be 50 more by the first of the year.

Twenty-three installations were established early enough this year to be listed in the July edition of the "yellow pages" in the telephone directory under "Drycleaning—Self-Service."

Less than 15 percent of the coin drycleaners in the Denver area are owned by professional drycleaners.

There are at least eight different makes of coin-op drycleaning machines represented.

This area contains over 900,000 inhabitants. It is in flood tide of a late-starting population boom that promises to thrust Denver well up in the rank of major cities before this decade ends. This is a primary reason for continued investment in coin drycleaning despite what has been tentatively regarded as a "saturation level."

A minimum average of eight cleaning machines per installation is estimated. Each "pocket" counts as a machine in multiple units, i.e., two machines for a twin unit, or four machines for a four-cylinder set-up. Smaller installations are in the minority. Most comprise eight machines. This is not out of deference to the "bank of eight" manufacturer, but is a result of so many banks of four being on the market. The latter are generally in two banks of four per installation.

Largest installations are 24 and 20 machines respectively.

Several contend the average number of units is now closer to ten per installation. Anyway, there is a minimum of one machine to every 1,125 persons in the Denver area with the probability it will be considerably under one per thousand by the time this appears in print.

Total average weekly drycleaning poundage for all professional-type plants combined in metropolitan Denver is about 250,000 pounds. If all

the coin-operated drycleaners were running at an average *break-even* volume of 35 loads per week, their combined total would be 196,000 pounds.

The price is almost universally \$1.50 for eight-pound loads. A few installations offer a 10-pound load for \$1.50. One is making it up to 15 pounds. There are isolated instances of \$1.75 and \$2.00 charges for eight pounds. These are generally in areas of little competition. There is considerable agitation among many operators for a generally accepted \$2.00 price, "so we can make a profit."

By comparison, professional cleaning prices are generally \$1.25 or \$1.35 for a man's suit, with some at \$1.50 and some as low as 90¢. Average wages for a good wool finisher in Denver are \$1.75 an hour.

Have the professional drycleaners been hurt by drycleaning coin-ops? As usual, the picture is clouded a bit. Denver's recession lagged behind that of the country as a whole, and bottomed out last winter. The local economy is just shifting back in high gear this fall. This has affected not only the cleaners, but the entire business community on the eastern slope of the Rockies.

Professional cleaning volume is generally slightly off compared to last year. Package plants that have been growing steadily year by year have levelled off this year. Many blame the



CAPITAL

by WILLIAM R. PALMER

Still not a mature situation; capacity staying well ahead of acceptance; coin-ops need time to pay off; a few are making money; some cleaners reported hurt badly, most not seriously affected

Beyond the canopy over the call-office entrance, which also contains coin drycleaning units, can be seen a separate building housing the coin laundry. This particular setup was arranged as a matter of convenience. However, it points up the growing belief that laundry and drycleaning customers are rarely both at the same time, apparently prefer to do one or the other

Denver . . . the coin-op capital

coin-ops, others blame conditions; there definitely is no unanimous opinion on the subject.

There are some trends that may or may not be blamed on coin-op. The rate of cleaners going out of business has almost doubled—but that still is a small percentage of the total. Press shops and wholesale cleaners appear to have lost ground a little more rapidly, though this has been a continuing process for years, in Denver as elsewhere.

Drycleaners that traditionally discount their bills, for the most part, continue to do so. But plantowners with heavy accounts payable are dropping farther behind. If such are hurt by coin-ops, it is only the "coup de grace." As one plantowner suggested, it was inevitable to come from some source.

It has also been pointed out that the small franchised package plants only recently appeared in Denver. Then they sprang up like mushrooms. These package plants have done much more to push sloppy cleaners to the wall than have coin-ops to date.

Success factors

There are several reasons why coin-op drycleaning took hold so fast in Denver:

(1) The area is still "blue sky." The big gamble is still part of a general business atmosphere that developed in eras of gold and uranium mining, vast herds of cattle, and on the fringes of oil and gas speculation. There is less stigma, if it can be called that, in a man's gambling with his life's savings (and losing) than is true in the more conservative sections east of the Mississippi.

This fact is well known to big-time advertising and promotion directors. Hence, Denver is frequently the testing ground for radically new developments in industry and commerce.

(2) The cleaners in the area are unorganized and out of communication with each other. This was particularly evident in the amount of misinformation prevailing. The state association folded up several years ago, and a local association is very small and ineffective on industry matters.

(3) One local machinery manufacturer did the field testing of their experimental coin-op cleaning units in a goldfish bowl situation with long and loud fanfare and publicity in both daily papers. This installation was subsequently closed, but Denver-

ites heard and speculated about coin drycleaning months before the rest of the country even heard rumors.

(4) When permanent operating installations started up last spring, the papers cooperated fully with publicity commensurate with the heavy advertising programs. This triggered the latent curiosity aroused by the original flurry, and the first coin-ops "took off." This, in turn, excited investors.

(5) Denver is rapidly becoming an "old folks' home" with retired people attracted by its invigorating climate. Like Florida, the Gulf Coast and Southern California, many of these folks have several thousand dollars that they'd like to invest in a "part-time" enterprise.

Financial people in Denver compare the coin-op boom to the early days of the motels, when mom-'n-pop "retired" into a motel, and found themselves working harder than ever before in their lives. There are at least a dozen drycleaning coin-ops in Denver that can be bought at cost. They aren't necessarily losing money, but the investors are disconcerted at the amount of work and time they involve.

(6) The city has been slow in applying zoning restrictions, which resulted in several coin-ops getting into desirable locations that might otherwise have been closed to them.

(7) The city was also quite slow in passing an ordinance requiring coin-ops to be attended. A majority of the present installations were either set up or contracted for under the impression they could be unattended. However, many of them were planned to be attended, despite lack of regulation.

(8) One wealthy investor with two large locations is spending heavily on promotion, including large cards on both sides of every bus in the city. The main theme of this advertising strikes effectively at an old common prejudice by pointing out clothes wear longer when cleaned more often. Scattered customer comments indicate this message is really getting across, too.

(9) Sport and casual clothes, western style, are extremely popular. Most of Denver takes to the mountains at the slightest opportunity—"you can climb to 8,000 feet in half an hour!"

"This saturation is temporary," said one operator in discussing the probable fifty percent increase in installations by year's end. "Despite all the publicity, we don't think more



Top to bottom: With space to spare in the old supermarket building, they've even set up a refreshment center, with tables and chairs. This proves effective for family groups and permits children to have comic books or drawing materials and a place to put them. Not all coin-ops can be so liberal with their space

The lounge area at Cleanarama in Greeley lies between the drycleaning and laundry sections. It is set off on both sides with decorative wrought iron grillwork. Interior decoration of many installations is made more effective with wall-to-wall carpeting, curtains and drapes

This early installation had a ventilating cabinet beside the units to remove traces of odor from shoulder pads and extra thicknesses while the garments were hanging

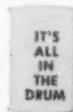
THERE ARE MANY GOOD DETERGENTS THAT CLEAN CLOTHES — BUT EVEN THE BEST DRY CLEANING MUST BE SOLD. Sanitone does the complete job . . . cleans clothes efficiently and provides the only effective program that helps sell dry cleaning. ■ Here's one example of the way in which Sanitone builds sales. Sanitone Dry Cleaning has gained the recommendation of many famous clothing manufacturers. The most recent is 'Botany' 500. Through an ad in a recent issue of Sports Illustrated, a well-known sports figure, Johnny Unitas of the Baltimore Colts, tells consumers everywhere that 'Botany' 500 endorses Sanitone Dry Cleaning. ■ This is the



latest in a series of national ads carrying the recommendations of clothiers who are pace-setters in the industry. Their endorsements of Sanitone cannot help but influence the people who deal with you every day. ■ Yes, the actual cleaning is only half

Cleaning is only HALF the job

the job. The full inventory for a profitable plant operation today should include: A good detergent . . . Quality evaluation to help you maintain standards . . . Technical assistance in your plant for maximum efficiency . . . National advertising to build consumer demand . . . Local promotions to increase your sales. ■ The above combination is yours—for the cost of the detergent, alone. ■ Are you getting all of this with the detergent you now buy? ■ Find out about both halves of the professional dry cleaning job . . . write today for the complete Sanitone story.



Sanitone

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Carew Tower, Cincinnati 2, Ohio

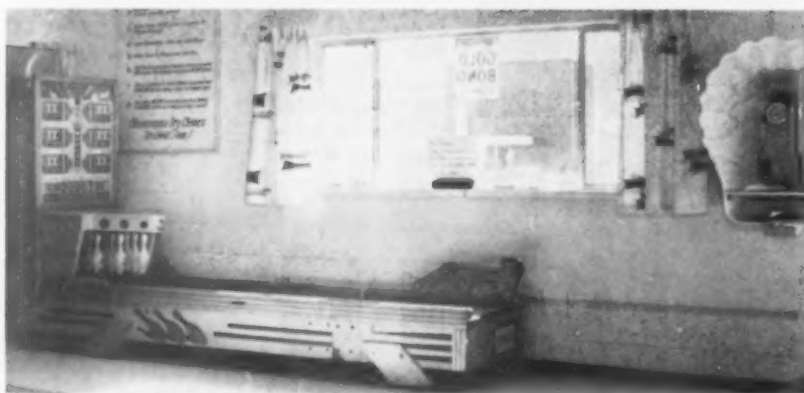




Denver . . . the coin-op capital

The counters encircle a wide opening showing the professional plant, and stressing the full service available. Prices are posted for both full service and press-only service

Inside the Cleanarama building are a number of coin-vending amusement devices. Owner Marsh Anderson states that he has nearly 50 coin-receiving devices in his whole installation. Almost half of them are not on drycleaning, washing or drying machines. They all create traffic as well as hold customers



Below: The Greeley Cleanarama also shows one direction the coin-op concept is taking. The geodesic structure on the left is a coin-operated car wash. It is extremely popular, especially over weekends, with the local college students. Opposite page: The same installation also has coin-operated milk, ice, and gasoline dispensing units. The latter is well used, since the price runs about 4 cents less per gallon



than 15 percent of the families in Denver have yet tried a drycleaning coin-op. Right now capacity is ahead of acceptance.

"What permanent saturation will be, no one knows. When that point's reached it'll be strictly survival of the fittest, just like any other business."

"I don't know why all the hysteria," commented one professional cleaner. "You are awfully optimistic if you expect a new package plant to start paying off in less than a year. The earliest coin-op installations in Denver are barely six months old. It's much too soon for anybody to hit the panic button, if his choice of location and his equipment and layout are sound in the first place."

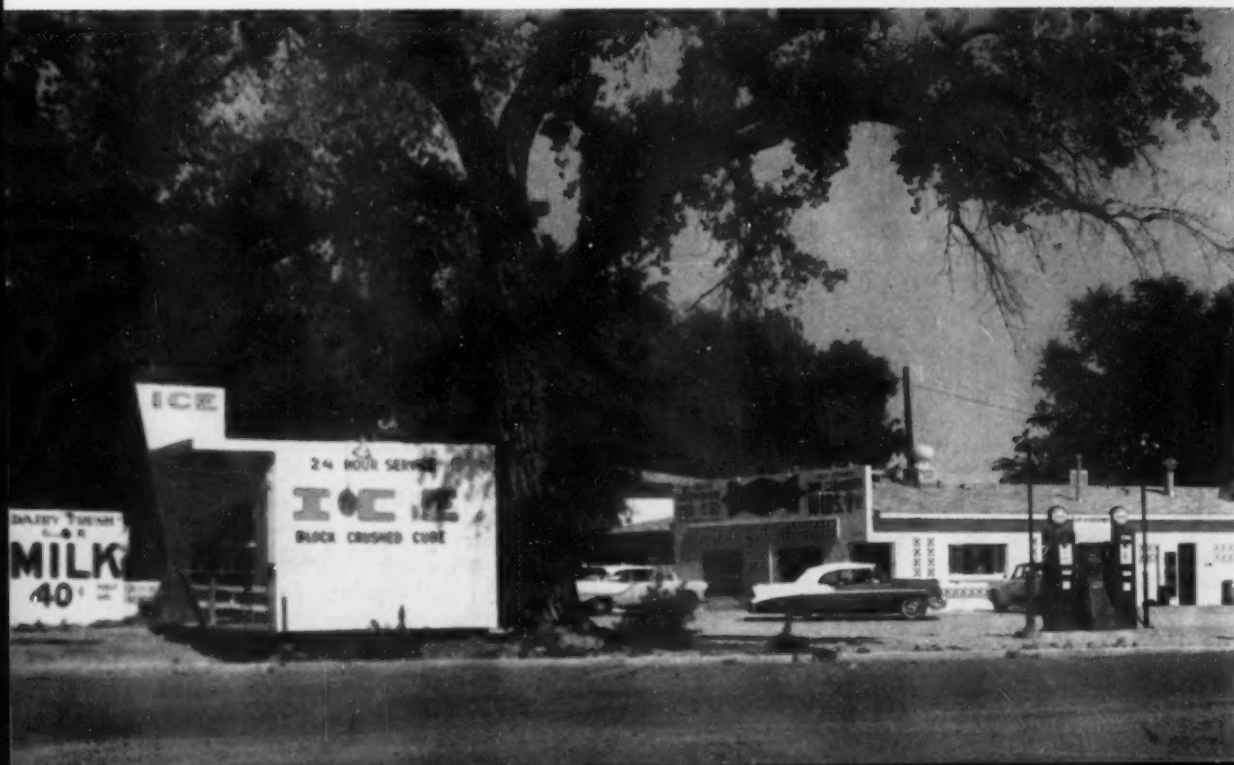
What makes it tough for professional drycleaners, remarked one local financier, is that they don't realize coin drycleaning involves a different concept of investment and profit. He cannot compare money invested in a professional plant to that put into coin-op in the same light. Bluntly, he can't expect to make a handsome living *and* a good profit out of a coin-op. He must compare investment in coin-op to investment in growth stocks or some other form of risk capital investment. Once he realizes this, he *is* able to enter the coin-op field at a very considerable advantage over the private investor who hopes to make eight or ten percent on his investment.

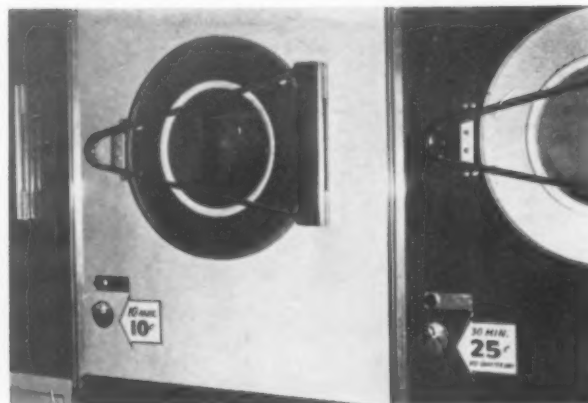
Who's making ten percent on investment in coin-op drycleaning in Denver? It's the consensus nobody is making a satisfactory profit at present.

Continued on page 32

The roll-up garage-type door at the back of a coin-op room has been replaced by a partition with doors in it. These open onto the back of the drycleaning units to provide servicing access

Originally a luxurious call office, the bank of eight cleaning units was aligned on the back wall, with servicing from the outside as indicated above. Entrance from the driveway is at camera position, so customer sees the coin-op units on entering





Several devices to maintain full-est possible use of the equipment include reservation of machines by appointment

Some locations alternate the pricing on tumblers for accommodation of customers, making them alternately 10 minutes for a dime and 30 minutes for a quarter

There is a five-load break-even point . . .

THE LOWEST BREAK-EVEN point for any drycleaning coin-op in Denver is said to be four loads per unit per day. The "retired" owner has a bank of eight in a low rental location, and is serving as the attendant himself. His wife spells him when he has to get away.

However five load-units is generally conceded to be the minimum break-even point for most operations, with a figure of six load-units for several more elaborate set-ups.

To provide a satisfactory return on investment, a minimum seven unit-loads is necessary, with the elaborate outfits requiring eight "turns" per day. "This means seven turns on everything," warns one operator, "drycleaners, washers, tumblers. A guy can actually be doing well on coin-op cleaning and lose on washing. We have to watch the equipment balance throughout!"

These figures must also be 12-month averages, not seasonal.

This applies to both plantowners and investor-owned installations.

Most of the drycleaning coin-op operators appear to believe that no one is breaking even! But allied trades and financial men in a position to know how coin-ops are doing assure us a number are safely above the break-even point. Yet even they can not agree how many; estimates range from a "mere handful" to "nearly a quarter of them."

Several pointed out the ratio of successful professionally-owned coin-ops is considerably higher than the percentage of pro coin-ops to total number of plants. The inference, of course, is that experience does give the pro a good edge in the coin-op contest.

Conditioning the prospects

When a coin-op first opened it was customary to run a week free to "educate the public." During the past summer it became generally recognized that the public was getting wise to this. Many families were accumulating piles of clothing against the next coin-op opening. It became normal for a new eight-unit coin-op

to do 200 to 250 loads during its opening week, then drop off to 25 or 30 loads the first fully paid week.

So then new coin-ops changed to opening at special prices of 75 cents or a dollar. Competition among cleaning coin-ops by then was strong. So other operators in an area would drop their prices to a dollar during the newcomer's opening week. Now the bargain hunters are saving up for these occasions.

"This cleaning coin-op business is doubly uphill," stated one investor-operator. "When you fellows open a package plant, you only have to carve out a place in an existing market. But we also have to sell the public on doing it our way. For all the compliments we get from new customers, plenty of conservative folks will be slow to change—possibly a majority of the public."

A Self-Service Drycleaners Association has already been formed among the coin drycleaners in Denver and environs. Its primary purpose appears to be cooperative advertising of an educational nature.

Each neighborhood definitely has to be apprised of the opening of a

cleaning coin-op nearby. Many people express surprise to learn one is available. They often comment, "I thought it was in Arvada (location of first permanent coin-op)." Most operators now strongly recommend circularizing at least a half-mile radius—and preferably two or three times at ten-day intervals.

Word of mouth is granted to be the most effective medium of advertising. But it is also the most dangerous. Installations are now so plentiful, there are several clusters where three or four are within a mile of each other. The customers, prompted by the frequent grand openings, have been shopping the different set-ups and discussing them at length.

One coin-op in a cluster had a bad day. Got hit with red dye from a

This article continues on page 42

Additional Denver coin-op articles begin on page 34

As a drycleaner
detergent user

*Can you say "yes"
to all these questions?*



1. IS YOUR PRESENT DETERGENT "BALANCED" TO GIVE YOU BOTH LOW REDEPOSITION AND HIGH WATER SOLUBILIZATION?



2. IS YOUR PRESENT DETERGENT COLORLESS WHEN ADDED TO THE CLEANING BATH GIVING YOU A BRIGHT CLEAR SOLVENT?



3. ARE YOU GETTING CONSISTENT, HIGH QUALITY, ODOR-FREE CLEANING AT AN ECONOMICAL COST?



4. ARE YOU GETTING MAXIMUM WATER SOLUBLE SPOT REMOVAL WITH NO WRINKLING OR SHRINKING?



5. IS YOUR PRESENT METHOD OF CLEANING FREE OF LINTING, STREAKING, SWALING AND FILTER PRESSURE PROBLEMS?



6. IS YOUR "SOAP" TRULY NON-SUBSTANTIVE WITH NO LOSS OF "SOAP" ON FILTER OR GARMENTS?

Whether you have answered "yes" or "no" to the above questions, it will pay you to get complete information on Signal's exciting new detergents . . . Signalite for Petroleum Systems . . . Perclite for Synthetic Systems.

FREE PLANT SURVEY

Absolutely No Obligation on your part!



Signal

CHEMICAL MFG. CO.

5020 RICHMOND ROAD • BEDFORD, OHIO



Customers prompted to ask about coin-op-type cleaning by sign in plant window

Clean-only proves successful

Coin-op cleaning helps
public understand limited service
by professional plant



Eleven cotton dresses would not have made many trips to the professional cleaner. Bender is sure he snatched them from some coin-op

A CLEAN-ONLY SERVICE is proving successful in Denver. Jim Bender of Alpine Cleaners finds that a public exposed to coin-operated self-service drycleaning becomes receptive also to his clean-only service. For the six weeks since Labor Day, this service alone has been running 600 pounds a week.

Bender charges 20 cents a pound, or eight pounds for \$1.50. A flyer distributed in the neighborhood points out these advantages about the clean-only service: (1) bring clothes at your convenience; (2) skilled professional operators do the work; (3) all garments spotted by professional spotters (everything is prespotted that needs it); (4) one-hour service; (5) skilled pressing at your request (for extra charges depending on type of garment).

The service was first named "Pro-Kleen" and described as "one step better than coin-operated type drycleaning—we do the work for you." The last statement does have great appeal, Mr. Bender reports. Customers, apparently, do hate to take responsibility for their own cleaning work.

Though launched in June, and not expected to set the world on fire during the summer, the Pro-Kleen service didn't move to suit Mr. Bender. So he changed the name to Coin-op Type Dry Cleaning. This proved immediately effective. Customers *knew* what that meant—enough of them to start building clean-only volume steadily.

Alpine Cleaners has been in the Alameda shopping center location for two and a half years. It has been growing rapidly and steadily. This summer and fall Alpine's *professional* volume was still slightly ahead of last year, despite coin-op and its own coin-op type service.

Bender has lost some of the coin-cleanable volume from his pro work, but added volume in the type of garments that must have finishing.

It is his contention that several small cleaners in Denver, said to have closed because of coin-op competition, need not have done so. They could, and should, fight back with clean-only, just as he has. And with coin-op's help in educating the customers, he's proven it can be done.



Complete One-Cabinet Unit

MEET THE
CHANGING TIMES
WITH
AUTOMATIC
EQUIPMENT
GEARED
FOR SPEED,
ECONOMY,
FLEXIBILITY

Astra
30

THIS IS THE NEW AGE OF DRYCLEANING MACHINERY!

MAESTRELLI AUTOMATICS



Coin-Operated THUNDERBIRD



Automatic 50 lb. RAM

Only Maestrelli gives you true, full automatic drycleaning units. A push-button operation from Dry-Dirty to Dry-Clean with a *complete professional cycle*.

Now, anyone can run a load with the Maestrelli "Electric Brain" programming system. No transferring wet loads from washer to tumbler; no valves to turn at specific times; yet you can select or change your cycles as you please.

If you are considering a new package plant or replacing your present machinery, be sure to investigate the Maestrelli Astra (30 lbs.) now. Enjoy the benefits of

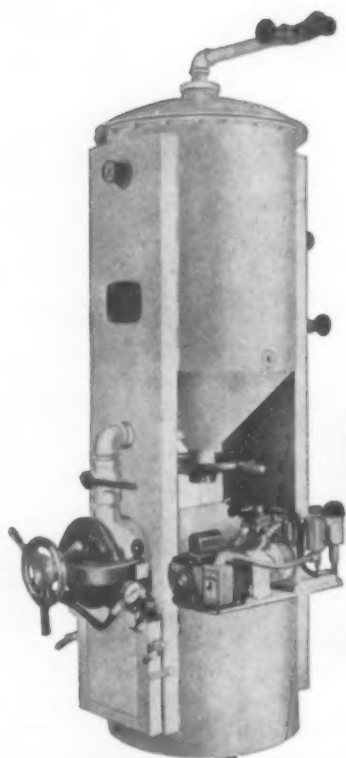
amazing solvent mileage with no sacrifice of top quality. Gain extra working space because the Astra is a compact cabinet of 3 ft. x 7 ft. x 6½ ft. yet it includes complete filtration, distillation, deodorizing and tumbling. No other equipment to buy and it costs little to install.

The Astra is a proven performer in many installations. Every owner is an enthusiastic supporter of this precision, yet rugged, life-time machine. Enjoy a new, carefree experience—insist on the Maestrelli Astra. You'll gain valuable working hours and enjoy profits you can measure.

Send for full information today and the name of your nearest distributor.

AMERICAN MAESTRELLI DISTRIBUTORS, INC.

GENERAL OFFICES: 940 THIRD AVE. (AT 57TH STREET) NEW YORK 22, N.Y.
PLANT AND WAREHOUSE: HANOVER, NEW JERSEY



A BRAND NEW FILTER EVERY MORNING WITH

The ARVAN STROF-O-MATIC

A wholly owned subsidiary of VAMCO

THE ARVAN STROF-O-MATIC FILTER AND HYDRO-CLAIMER COMBINATION IS THE RESULT OF YEARS OF DEVELOPMENT UNDER ACTUAL OPERATIONAL CONDITIONS.

It does the finest job of solvent filtration and also rids the dry cleaner of one of the most distasteful chores. The handling and cooking of solvent saturated muck. Arvan filters require no backwashing.

Bridging is impossible. The monel tubes are kept always spotlessly clean:

- 1 By a jet solvent spray on the tube baffle.
- 2 The strofing action of the hand wheel which turns the entire tube assembly and creates proper turbulence within the tube tank. The soiled filtering aid powders are completely dislodged by this double action and transferred to the specially designed cone ready for reclamation.

The Arvan Hydro-Claimer is a superior cold reclamation process, operated by an electrically powered hydraulic unit which compresses the contaminated filtering aids into a dry cake in throw away condition.

The Arvan Refinator is a simple water

injection process—separating and purifying solvent during compression.

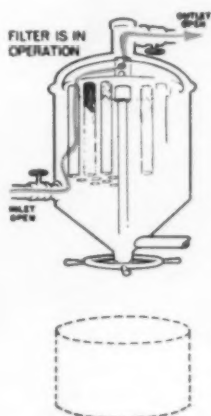
The dried filter powders are then ejected automatically in cake form for disposal.

Tests Prove

35% Greater Solvent Recovery

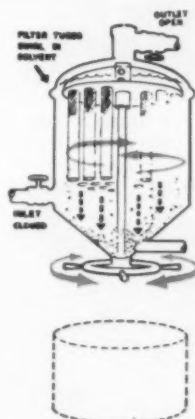
**NO FUSS—NO MUSS—NO COOKING—NO FUMES—SAVES TIME—LABOR
—MATERIALS—A BRAND NEW FILTER EVERY MORNING**

Here's How The ARVAN STROF-O-MATIC Non-Bridging Filter Works



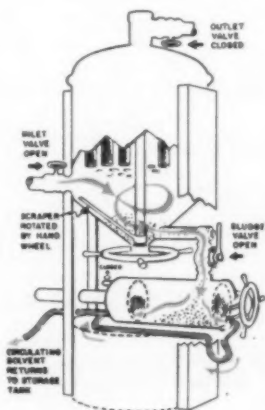
1

Normal
Operation
Of
Pre-Coated
Tubular
Filter



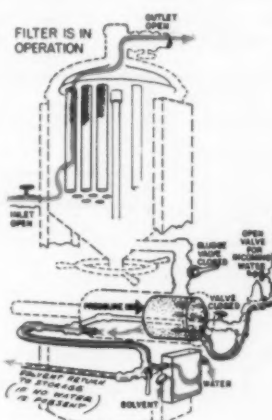
2

Rotation Of
Filter Tubes
By The
Handwheel
Washes
Pre-Coat
Completely
Off



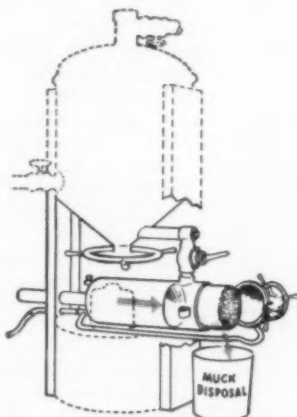
3

Muck Settles At
Bottom Of Cone—
Pump Pressure
Forces Muck Into
Piston And Keeps
Free Solvent
Circulating
Thru Screens



4

Hydraulic Pressure
Squeezes Solvent
From Muck
Then Water Is
Injected To Drive
Out Remaining
Solvent—
Water And
Solvent Are
Then Separated
And Drained



5

Hydraulic
Pressure
Then
Forces Out
Dry Muck
Thru
Opened
Door

DISTRIBUTORS INQUIRIES INVITED

ARVAN PRODUCTS INC.
333 ATLANTIC AVENUE
BROOKLYN 1, NEW YORK

Gentlemen:
We are interested in learning more about Arvan
Strof-O-Matic Filters.

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____

OUR JOBBER'S NAME _____

DEPT. F



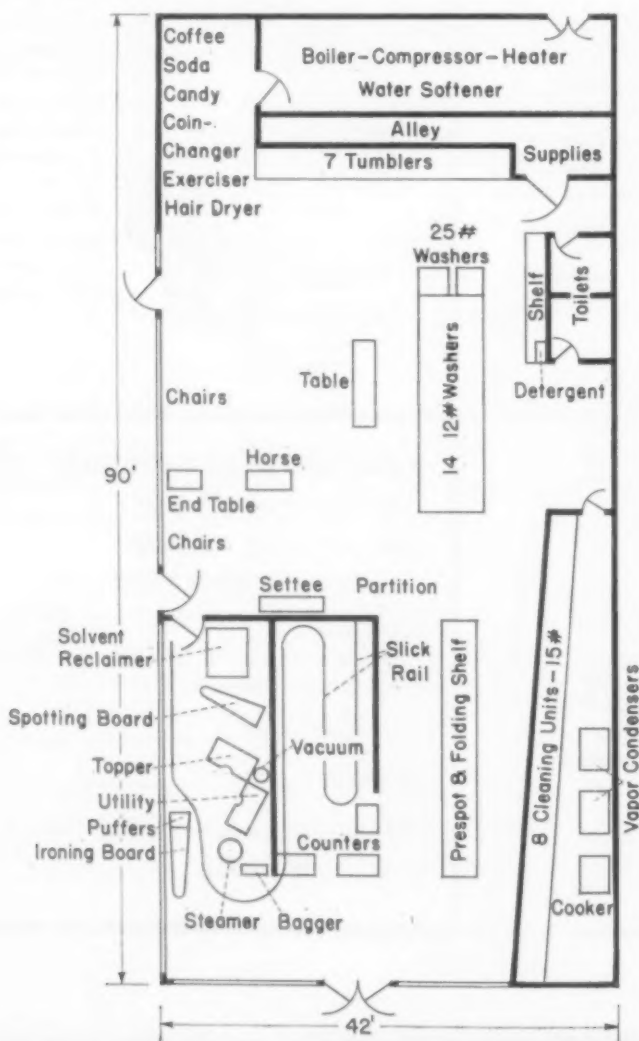
Ample parking and access from two streets make this an ideal location. Glass walls on two sides facing parking area permit shoppers to see services in action



Huge lounge area behind finishing room and call racks allows for expansion of either, or both. Specifically, a commercial-type cleaning unit can be installed next to the deodorizer, after moving the partition



Cash-and-carry counter faces front door. Module counters permit attendant to move in any direction. The 15-pound coin-op washers also do the professional cleaning



All-service installation is designed for expansion in any direction in . . .

Package supermarket

PLANT OF THE FUTURE is how some cleaners in Denver, Colorado, regard the new 38th Street installation of Gigantic Cleaners and Laundry. Stanley and Leonard Orlin provided a shopping center package plant that offers coin drycleaning and laundry, plus drycleaning finishing service on the premises, and shirt laundering done at another plant.

The coin-operated drycleaning units are 15-pounders. The customers use them in normal self-service fashion, with the guidance of an attendant.

Flexible layout allows either the call office or the finishing room to be extended backward, or the call office to expand sideways and the professional cleaning and finishing to go behind it. Each is now 10 by 24 feet

They can pick out pieces from their self-service loads for finishing at press-only prices.

There has been little demand for this type finishing service so far. The customers seem to feel that if they need pro finishing, they might as well turn the garment in for pro care in the first place. Pro care volume is picking up steadily.

Professional cleaning service is also done on the premises. The coin-op units are used for this cleaning also. And if self-service loads begin to pile up while pro loads are running, the coin-op drying cycles can be cut short. Then the pro loads can be transferred to a deodorizer-reclaimer in the finishing department to finish drying.

This deodorizer is located at the back of the finishing department. Whenever the coin-ops become too busy to accommodate the pro cleaning, the partition around the finishing room can be moved back. Then a commercial-type drycleaning unit can be installed next to the reclaimer. The latter is already tied into the double sniffers located behind the coin-op units. The ductwork passes between the ceiling and the roof.

This textile maintenance supermarket is now designed to be staffed by five persons; three attendants with staggered shifts over a seven-day week, one presser working six days, and a manager-spotter working six days and available on Sundays when necessary.

The attendant's span is 7 a.m. to 10 p.m. on weekdays and 9 a.m. to 5 p.m. on Sundays. Presser and manager usually work 9 to 5, weekdays only.

Current prices are \$1.50 for the 15-pound load, with expectation of going to \$2.00 when the operation is established. The lower price was deemed necessary as an "opener" because competition dropped to \$1 per 8-pound load during Gigantic's opening week.

With three other successful coin-ops already well-established within a half-mile radius, this installation has been slow to get off the ground. However it is obviously designed for the long pull, and counts on its multiple services to carry it ahead.

A prime advantage of this set-up is that when running at even a moderate volume, it will justify having a technically competent manager on the spot all the time. Maintenance-trained, he can do trouble-shooting at a moment's notice. This means all

the equipment will be kept operational for a maximum percentage of the time.

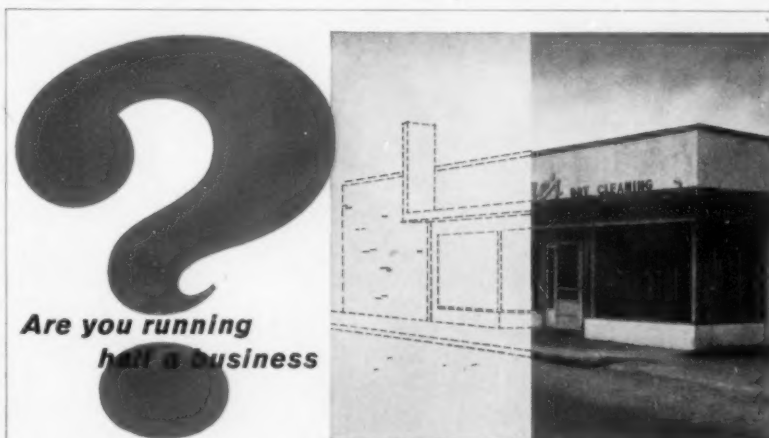
An 18- by 40-foot lounge area was deliberately built over-sized to permit expansion of the call office and finishing department. A generous lounge will still remain after such expansion proves necessary.

Gigantic is one of the coin-ops adding a settee to its lounge to provide a trace of domestic atmosphere. This is particularly appreciated by mothers with children and by women who come together to "visit" while their loads are running.

The coin-vending machines include a hair dryer for the ladies, which has

become standard equipment in Denver coin-ops providing comfortable lounge areas. The management has also provided a free exercise belt for use or amusement of customers, although they prove a bit shy about using it in public. In the evenings some of the men give it a whirl, but seem to feel there's something unethical or indecent about it—at least they always leave the exerciser the instant an attendant or the manager approaches.

It is significant that the Orlins have felt it advisable to enlarge the lounge area in each successive coin-op they've installed. This is their fourth drycleaning coin-op.



Are you running
half a business

You don't have a complete plant without a storage vault

What used to be a sideline has become a standard part of the drycleaning business—and a highly profitable one. Successful cleaners all over the country have proved that a good storage vault brings a higher return for each dollar invested than any other new equipment you can buy.

Storage brings in profits three ways:

1. Through storage fees themselves
2. Through cleaning of stored garments
3. Through increased year-round business from new storage customers who keep coming back.

Many cleaners say they more than pay for the vault equipment the first year.

And the best equipment is the cheapest in the long run. Haertel Vaultmaster packaged units give long years of economical and trouble-free service. They provide all the necessary controls automatically: humidity, temperature, fumigation and ventilation. Haertel engineers will help you design an efficient vault.

Learn how you can join the money-making Haertel parade. Mail the coupon or call us today.



WALTER HAERTEL CO., 2840 Fourth Ave. S., Minneapolis 8, Minn.

☐ Please send me your free brochure in which cleaners and laundresses using Haertel vault equipment tell how it pays off for them.

☐ Please have a Haertel man call to look over my plant and answer my specific questions.

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SIGNATURE _____

NEW! GUARANTEED NO-LINT

Plus better cleaning than any other

Adco
is first again



DYANITE

SUPER DETERGENT for PETROLEUM
NO LINT NO STATIC

DYANITE AVAILABLE EITHER DOUBLE OR SINGLE STRENGTH

The Single Strength contains brightener. Dyanite Double Strength **does not**, but **brightener can be added to double strength at an additional 50¢ per gallon charge.**

AT LAST! YOUR LINT AND STATIC PROBLEMS ENDED FOR ALL TIME!



Let one of Adco's 65 "Miracle Men" prove to you that Adco and only Adco, offers you these new amazing detergents for both ty solvents!

ROBERT A. ULLMAN DIES;

Reacts Investigative Commi-
tee, headed by Senator John L.
McClellan (Dem.), Arkansas.

RAYBURN BEGINS

Michael Strader, killed last
night when an automobile
a motorcycle in the 21st
of South Jefferson street

NO-STATIC DETERGENTS!

detergent, at a NEW LOW COST



PERK SHEEN

SUPER DETERGENT 324

PREVENTS
STATIC

For use in Perchlorethylene Solvent Only!

CONTAINS NO FATTY ACIDS

PREVENTS
LINTING

Sensational New Charge Soap That Is
DOUBLE STRENGTH

FOR CHARGED SYSTEM METHOD OF CLEANING

WORKS PERFECTLY IN ALL TYPES MOISTURE CONTROLS

Several competitive detergents claim anti-static properties—but no other detergents can clean as well and give you lint-free, static-free cleaning to boot!

Adco

*the Originators of
No Rinse Quality Cleaning*

MANUFACTURING CHEMISTS SINCE 1908, ADKO INC., SEDALIA, MO., U.S.A.



large set of drapes split between several machines. It was cleared up in a couple of hours. But several customers got mixed into it. The grapevine did the rest. That particular coin-op was mighty bare for a couple of weeks.

A brand new attendant was alone there when it happened.

It is generally conceded now, that when competition gets tougher, an attendant is a must. In the earlier

days before attendants were legally required, professional cleaners report, many customers came back to them after trying coin-ops. The general complaint was there was no one to help or explain things. Many people seem either unable to understand signs, or lack faith in their ability to carry out the written instructions.

This undoubtedly is part of the educational process the public must go through. A common customer

statement is "The sign says don't clean so-and-so, but *my* cleaner *always* cleans it. So why won't this machine do it, too."

Training of attendants varies all over the lot. One operator claims he tells his girls to "act like you know the answers, but don't make the customer's decisions for her."

A plantowner with several coin-drycleaner locations trains his girls to do everything. They can, and have in emergencies, backwashed and pre-coated filters, as well as removed the sludge. The latter is really too heavy and arduous, commented one attendant. Otherwise she feels quite competent to operate the coin plant on a routine basis. However, a man regularly does the daily, and preventive, maintenance.

It is this plantowner's feeling that because his girls know their equipment and how it operates, they have perfect confidence. He believes this confidence communicates itself to the customers.

Assorted sidelines

Sources of added revenue may vary from the usual soft drink, cigarette and candy venders, to steam ironing boards, presses and steamers. We discuss several in separate stories following this report.

One large investor has a separate room at the back of his building. This contains several extra coin-cleaning units for use of press shop owners. It's reported not getting much play so far. But there may be other coin-ops closer to the various press shops, which they find handier.

A woman investor, whose small eight-bank coin-op is doing comparatively well, is adding a small beauty parlor. It is separated from the coin-op only by handsome wrought-iron grillework. Apparently she's banking on female trade, for it's the hardy male that treads so nigh a beauty parlor.

Accommodations for customers vary widely. Several coin-ops have elaborate lounges, tastefully decorated, with magazines and TV. One, occupying a former ground floor apartment, retained two of the bedrooms to be fitted out for a TV lounge mostly used by the kids, and a "readin', writin' and knittin' room" for adults only.

Yet there were a couple small installations with only the barest essentials—shelves, a few carts and a few



a distinguished achievement !

the all new
SPENCER "optima"

SYNTHETIC DRY CLEANING MACHINES

These Are Some of the Advantages . . .

- **AUTOMATIC DRYING CONTROL** . . . takes the guesswork out of load-to-load drying—lowers solvent consumption.
- **AUTOMATIC CLEANING CONTROL** . . . reduces labor costs substantially . . . upgrades quality.
- **AUTOMATIC REVERSING ACTION** . . . reduces process time . . . boosts production quotas.
- **IMMERSED PUMPS** . . . prevent solvent leakage and eliminate service problems.
- **TUBULAR SELF-CLEANING FILTER** . . . completely eliminates backwash procedure . . . no tear down . . . no bother.
- **AUTOMATIC SIZING AND PROOFING** . . . Spencer "Optima" units automatically feed for controlled results.
- **AUTOMATIC AERATION** . . . insures odor-free cleaning load after load without direct operator control.
- **ONE OR TWO BATH** . . . batch or charge, every Spencer Optima does the job you want . . . with highest quality.

SEE YOUR DISTRIBUTOR OR WRITE DIRECT
J. P. SPENCER CORP.
173 Summerfield Street Scarsdale, N. Y. GR 2-0064



FRONT



REAR



DRYING CONTROL



TUBULAR FILTER

available in 20 lb., 40 lb.,
60 lb. and 100 lb.
Models

chairs—that also seemed to be doing all right for themselves.

Many, or even most, customers prefer to go on errands while waiting for a cycle of cleaning. The moot question is the value of catering to those willing to wait on the premises if they are attractive enough.

Several methods are being used to solve the pile-up problem. One eight-unit operator advertises that he accepts reservations on two machines only. He invites customers to "reserve a machine for your most convenient time." He does not use specific machines for reservations. This could result in idling a machine, lest an unreserved cycle run over into a reserved period. Instead he puts a reserved sign on a machine whose current cycle will end closest to the reserved period.

At the same time he specifically states "two" machines are reserved, lest readers of the ads think they must have a reservation to use any machine.

Another eight-unit operator doesn't advertise reservations, but the attendant keeps a pad for making reservations. If the machines are full, the customer is advised when one will be empty, and a convenient reservation arranged. This has helped solve the problem of customers asking the attendant to put a load in for them when the machine is ready.

Customers phone in regularly for reservations. Also, the coin-op being in a large shopping center enables shoppers to drop in and make a reservation before they appear loaded with garments.

Most coin-ops issue numbers to customers. Some give a single number to each customer. Other operators put a separate number on each of a customer's loads, to prevent someone else slipping in between loads. This can occur if a customer has two loads, and machines become available at opposite ends of the bank of units.

Customers are universally reported to accept the coin cleaning at face value, and not to expect professional results. One owner, who has operated since spring, reported only two bad incidents. One woman was already mad about something when she came in, he said, and itching for a spat with anyone. The other was later learned to be a professional claim-scronger who preys on all types of businesses.

"Don't think it's just old stuff going into these coin-ops," warned one prominent cleaner, who does not have

an installation himself, but is watching carefully. "I've seen two different women drive up in Cadillacs, and put armfuls of high class men's suits in the machines. What's more, they marched in, prespotted and loaded, as if they'd been in before more than once. Don't ask me about finishing. Maybe they've got maids to do the pressing.

"But the quality plants can't afford to get smug!"

At present there is considerable

speculation about the merits of the exclusive coin cleaner versus the combined cleaner and laundry. At least half the installations breaking even are exclusive drycleaning coin-ops, and do not take in professional cleaning or laundry either.

The proprietors of these point out Denver has "too many laundry coin-ops already," or there's a laundry coin-op right around the corner, or no good location was available that

Continued on page 51



In Chattanooga, Tenn. TickeTag Snap-out Forms Save Work - Help Keep Customers Happy!

Says Mr. J. W. Glass, Jr., Owner, One Hour Martinizing, Chattanooga, Tenn.

In large and small cities TickeTag snap-out form is proving itself daily. This duplicate form with a snap-out carbon sheet has many advantages. This form permits more than one clerk to mark in orders, and still keep tickets in numerical sequence.

TickeTag is the easy way for positive identification . . . eliminates hectic hunting periods and disgruntled customers.

ONE WRITING This new form requires only one write-up of order to provide:

- Customer's Receipt.
- Office Record.

- Customer's Invoice and Plant Assembly Check.
 - Eight Identical Pre-numbered Tags.
- BIG NUMBERS** on all parts of TickeTag form speeds your handling of work.

NO EXTRA CHARGES FOR:

- Printing your name and address.
- Choice of color stock.
- Starting and stopping of numbers.
- Prefix before numbers for store outlet or driver's number.

Your jobber has all the details; or write for TickeTag samples.



510-C N. Wrenn St., High Point, N. C.

Please send me TickeTag snap-out form samples and full information.

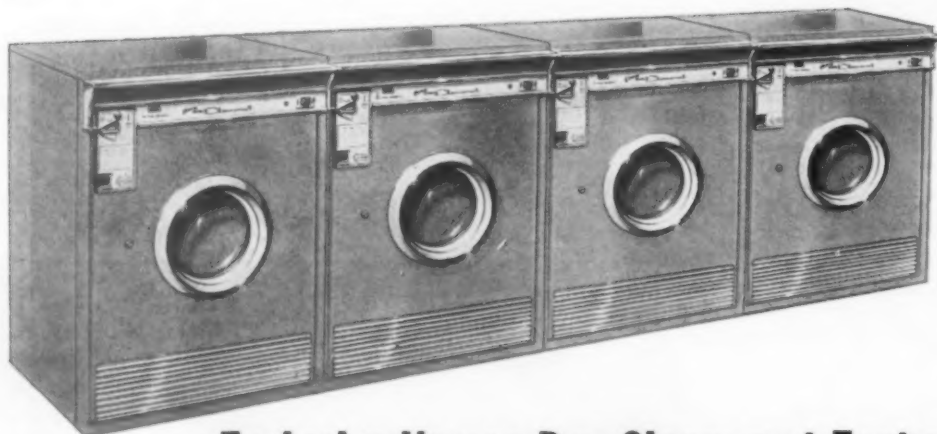
Name

Address

NOW!

Vamco

COMMERCIAL COIN-OP Dry Cleanomat®



Exclusive Vamco Dry-Cleanomat Features

- All stainless steel cylinder and condensation chamber with lifetime guarantee.
- Porcelain exterior cabinet
- Equipped with Vamco-Arvan commercial hydraulic strof-o-matic filter
- Exclusive Vamco-Arvan clean solvent tank permits full operation even while precoat-
- ing filter
- Available in batteries of 2 or more for maximum flexibility
- Full 9 lb. capacity
- Pushbutton electrically controlled door interlock—cannot be opened while in operation

SPECIFICATIONS: PORCELAIN CYLINDER — MODEL DCP-62 STAINLESS STEEL CYLINDER — MODEL DCSS-62

CAPACITY—9 lbs.

CYCLE—39 minutes.

FINISH—Cabinet top—blue porcelain. Front—blue porcelain. Cylinder—stainless steel (Cylinder has removable stainless steel rib for lint clean out).

COIN METER—Electrical, actuated from coin mechanism which can be set for 1 to 11 quarters with coin return and rejector.

BEARINGS—Heavy duty ball bearings with Viton "A" Seal—permanent type.

TRANSMISSION—Two speed cog belt and roller chain drive with centrifugal

clutch. Quiet, smooth spin-speed 430 R.P.M.

DOOR INTERLOCK—Electrical push-button energizes solenoid to open door. Door cannot be opened by customer in case of power failure.

SOLVENT DRAIN—Gravity dump valve, flap check valve type, solenoid actuated.

DIMENSIONS

Height Overall43½"

Width30"

Depth27½"

Cylinder Diameter25-11/16"

Tub Diameter27½"
Door Opening12"

WEIGHT

Shipping540 lbs.

Net Wt. approx.510 lbs.

ELECTRICAL RATINGS—3 wire, 230V, 60C. Single Phase Fusing 30 Amp. Heater coil—3350W, 250V, Aquastat 100°-240° F. relay, 2 wire, 120V, 60C.

MOTORS—Drive motor 2 speed. ¾ -½ H.P. 1725-1140 R.P.M. capacitor start with overload protection.

Blower motor ⅜ H.P. 115V, 60C.

EQUIPPED WITH VAMCO FILTRATION SYSTEM MFD. BY ARVAN PRODUCTS INC.
(A wholly owned subsidiary of VAMCO—see filter specifications)

Built and
backed by

Vamco

Over 25 years' experience engineering and manufacturing commercial dry cleaning and laundry equipment

VENDING APPLIANCE MANUFACTURING CORP., 333 Atlantic Ave., Brooklyn 1, N.Y.

NOW!

Vamco

COMMERCIAL 20 LB. DuoWash®



The Vamco Duo-Wash washer-extractor is a heavy duty machine specifically designed to thoroughly wash and damp dry up to 20 pounds of laundry. Its speed, economy, convenience, simplicity and safety are years ahead of other washer-extractors.

Here, at last, is a commercial washer-extractor, only slightly larger than a domestic machine, that assures you years of heavy-duty, excellent washing and extraction performance, at low operating cost and minimum maintenance.

Double Load Commercial Washer-Extractor

**SPECIFICATIONS: HEAVY DUTY 20 LB. COMMERCIAL WASHER PORCELAIN CYLINDER — MODEL VWP-62
STAINLESS STEEL CYLINDER — MODEL VWSS-62**

CAPACITY — 20 lbs. dry weight.

CYCLE — 20 to 25 min. (also available with 31 to 38 min. timer). Visible dial showing wash, rinse, and spin periods.

FINISH — Cabinet top — Porcelain. Front — Porcelain. Side panels — Bonderized and baked enamel. Frame — Heavy duty steel welded to tub body and complete assembly porcelainized, completely eliminating rusting.

CYLINDER — Porcelain or stainless Steel (slightly additional cost). (Cylinder has removable rib for lint cleanout.)

TRANSMISSION — Two speed cog belt and roller chain drive with centrifugal clutch. Quiet, smooth spin. Wash speed 52 R.P.M. Spin speed 430 R.P.M.

DOOR INTERLOCK — Electrical

push-button energizes solenoid to open door. Cannot be opened by customer while in operation.

DRAIN — Gravity dump valve, solenoid actuated, or pump-belt driven from double end motor shaft, 2" inlet.

WATER TEMP. SWITCH — Electrical, toggle type.

WATER SUPPLY — 15 to 120 P.S.I.

DIMENSIONS

Height Overall	43 1/2"
Width	30"
Depth	27 1/2"
Cylinder Diameter	25-11/16"
Tub Diameter	27 3/4"
Door Opening	12"

WEIGHT

Shipping	440 lbs.
Net Wt. approx.	420 lbs.

MOTOR — 2 Speed 3/4 H.P. — 1/2 H.P. 1725-1140 R.P.M. Capacitor start with overload protection.



VENDING APPLIANCE MANUFACTURING CORP.

333 Atlantic Avenue
Brooklyn 1, New York

Please write, wire or phone for additional information.

Please indicate Type of Business:

- ☐ Distributor
- ☐ Coin-op Laundry
- ☐ Dry Cleaner

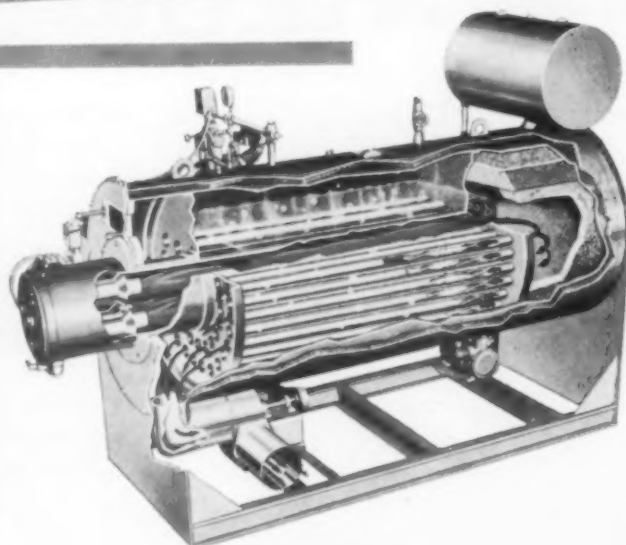
Dept. E

Built and
backed by

Vamco

Over 25 years' experience engineering and manufacturing commercial dry cleaning and laundry equipment

VENDING APPLIANCE MANUFACTURING CORP., 333 Atlantic Ave., Brooklyn 1, N.Y.



it's what's **inside** that counts

**IF IT HASN'T GOT THE TUBES, IT
HASN'T GOT IT.**

Hoffman Horizontal and Vertical Tubular Boilers are engineered to utilize both direct and radiant heat. This means more steam for your fuel dollar whether you use oil or gas, and a more efficient operating plant.

All Hoffman boilers regardless of size exceed A.S.M.E. requirements and an affidavit of certification is supplied with every boiler.

Remember, only a Hoffman Horizontal or Vertical Tubular Boiler can bring your plant to peak efficiency . . . it's what's inside that counts.

For more information on boiler efficiency contact

HOFFMAN

INTERNATIONAL CORP.



Dept. NC-11, 107 Fourth Avenue, New York 3, N. Y. ORegon 7-3600

You'll Sell More Water Repellent Service

FREE ANIMATED ILLUMINATED Raincote® DISPLAY



Now for the first time, your customers can actually see the effectiveness of your Raincote Water Repellent Service as this exclusive display dips a "Raincote" treated fabric and an ordinary fabric into a tray of water. At the same time, your colorful sales message illuminates on and off. A regular \$10.95 value, for a limited time only — **YOURS FREE** with your Fall order.

P.S. Remember, Raincote is the industry's top rated water repellent with the "soft hand" ... and is the most economical to use. It offers you the most complete and imaginative merchandising program.

Gentlemen:

My Fall "Raincote" order will be gallons. Please ship the following order NOW!

- ☐ Case (6, 1 gal. cans)
del. 2nd Case approx. (date)
- ☐ 15 gal. drum
- ☐ 30 gal. drum
- ☐ 55 gal. drum

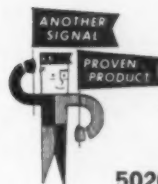
STORE NAME _____

ADDRESS _____

CITY _____ STATE _____

YOUR NAME _____

DISTRIBUTOR'S NAME _____



Signal

CHEMICAL MFG. CO., INC.

5020 RICHMOND RD. • BEDFORD, OHIO

TRENDS of the times

Dry(cleaned) Martini: The objects found in garments by drycleaners are so varied that few cleaners are surprised at what comes out of a customer's pockets. One of the oddest items was recently found by a California drycleaner—a martini glass.

□ □

Honored by Chamber of Commerce: Erwin Fethke, a Sioux City, Iowa, drycleaner, was honored recently by his local Chamber of Commerce for "outstanding service to the growth, development and well being of Sioux City."

□ □

Cleaners for Council: Two Cleveland, Ohio, drycleaners are among the various candidates seeking election to the City Council. The drycleaners, both Democrats, are Sidney J. Cargle, whose shop is at 11501 Superior Ave., and Eugene Rake, Bessemer Cleaners, 3353 E. 93rd St.

New York Amends Disability Rule: Effective January 1, 1962, all New York State employers are liable for disability benefits for their employees. This insurance is referred to as "off-the-job" insurance as compared with workmen's compensation which is "on-the-job" insurance. Thus, when an employee becomes ill or is injured away from the job, the employer is responsible for the insurance which will pay the employee one half of the weekly wage up to \$50 per week for a period of up to 26 weeks.

□ □

Ups Minimum Wage: In Connecticut, effective October 1, 1961, the statutory minimum wage for all business in the state became \$1.15 per hour with time-and-a-half to be paid after 44 hours a week. On October 1, 1963, the minimum wage will be raised to \$1.25 an hour. No businesses are exempt from the increases.

Right Price Wins Coin-Op: Mrs. Marilyn Goldblum, Stamford, Conn., was the winner of a complete Norge coin-op installation, as the result of her write-in guess on its value on the television show "The Price Is Right." Her guess of \$30,930.86 was exact to the penny for a list of equipment including 8 drycleaning machines, 20 laundry washers, 8 tumblers, a coin changer, a soap and bleach dispenser, 2 folding and spotting tables, 4 carts, a 350-gallon water heater, 3 chairs, a sectional lounge, 2 tables and a wall mural.

In addition, the prize included cost of installation, \$1,500 worth of supplies and a year's rent up to \$5,000. These latter awards are over and above the value of the equipment. Mrs. Goldblum said she has "some friends in the business," and therefore ascertained the exact value of the offering.

The TV offer had been shown for four consecutive weeks on the network show and viewers were invited to send in guesses, with the person coming closest to the exact amount to win the prize.

□ □

New BBB's Organized: The Association of Better Business Bureaus announces the organization of three new local bureaus, two in the United States and a third in Israel. The Greater Nashville BBB has offices in the Nashville, Tenn., Bank and Trust Building; the Yakima Valley (Wash.) BBB is located in the Draper Building in Yakima, and the BBB of Tel-Aviv, the first of its type outside the Western Hemisphere, is located at 3 Ahuzat Bayit St., Tel-Aviv, Israel.

□ □

Asheville Sewing Contest: The Asheville Better Dry Cleaners are sponsoring a sewing contest among second and third year high school home economics students in Asheville. Cash prizes will be awarded for the best suits and dresses made of fabrics containing at least 60 percent wool. The cleaners will preshrink the fabrics and finish the garments free. Girls must obtain application forms from a member of the association and are further required to make several trips to the cleaner.



The Big Difference is in the System! ● Seeing is believing!

IMPROVED Original PRE-MARKED STRIP-TAGS • Same low prices, high quality

Available in 10 colors... Numbers 1 to 100
... Write for free System A Instruction Manual, complete with samples.

PRE-MARKED STRIP TAG CO.
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We save time... not paper!
Insist on the original. Refuse substitutes.

"I've seen the rest but I want the BEST"

DETREX

COIN-OP DRYCLEANER



The new Detrex Coin-Ops will be *all* you might expect from the nation's leading, most experienced producer of synthetic drycleaning equipment.

Built with both the customer and plant owner in mind, they are most attractive in appearance — effortless and trouble-free in operation — producers of finest quality cleaning in a remarkably short time cycle.

Detrex Coin-Ops come in a bank of six coordinated units, complete with an efficiency-proved clarification and solvent recovery system. With a 28-minute time cycle, these six machines will do the work of 12 major appliance-type units, at less cost and more profit.

Why settle for second best? Place your order now for your Detrex Coin-Ops and be the first to benefit in your community.

DETREX

CHEMICAL INDUSTRIES, INC.

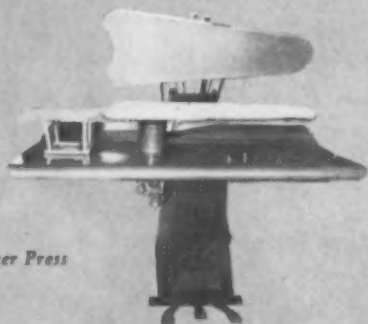
BOX 501, DEPT. NC-1161, DETROIT 32, MICHIGAN

x50

*you can press 50 or more
pants per hour with the*

Adjusta-Form

NOW, in one package, you can complete your Pants Finishing departments with ADJUSTA-FORM units; and NOW one operator can handle at least 50 or more pants per hour. The extra profit you can make with these machines depends on the speed of the operator. The Pants Topper was designed for 30 seconds per pants operation . . . just long enough to condition the fibers, finish the tops with straight pleats, and remove crotch wrinkles. With the automatic ADJUSTA-FORM legger press, each trouser leg is finished in one fast lay. Your production is limited only by the speed of the operator. Increase your production and your quality with ADJUSTA-FORM.



Legger Press



Pants Topper

WICHITA PRECISION TOOL CO., INC.

450 NORTH SENECA, WICHITA, KANSAS

Denver . . . the coin-op capital *Continued from page 43*

didn't have a coin laundry nearby.

Two major drycleaners with successful package plants have each installed coin-op drycleaning, both independently and in conjunction with package plants. They said "we're not sure whether we *want* these to succeed, but we darn sure want to find out about them first hand."

Both firms have moderately successful independent installations. Yet in separate interviews their representatives volunteered that they felt the "supermarket" was to be the survivor in the long pull. That is, combinations of coin-op cleaning, coin-op laundry, either coin or staffed finishing, with professional cleaning and laundry available.

One firm bases its opinion on the fact that when most other coin-ops in the city dropped to 20 loads a week this summer, their plant-attached coin-op hung around 50 loads a week, for eight units.

Several allied trades commented that coin-ops in the smaller, isolated communities and towns seemed to do better than their city brethren. We didn't have time to observe this personally. The explanation was absence of coin-op competition. The only problem, therefore, was to reach the public in those communities.

We did see one small town where two eight-bank installations sprang up almost side by side. Neither owner knew the other was in the works until too late. Both are scratching, hoping to build enough acceptance among 7,000 people to make a go of it.

If the experience at Effingham, Illinois, is any indication, they may do it, too.

How to make it work

We observed the following things in common about the coin-ops that seem to be forging ahead:

(1) Prime locations. Either on busy highways, with ample parking, or in end spots at shopping centers, with close parking on two sides, or amid dense housing, such as apartments. One of the latter draws an average two loads per day from a nearby old folks home!

(2) Knowledgeable, helpful attendants who mix with the customers, don't wait to be called on, yet don't force themselves on those who quickly make clear they can and want to do it themselves.

A certain amount of vigilance by the attendant is always going to be necessary. One cleaner, without a

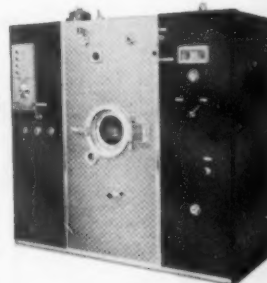
coin-op, quotes an instance. A customer came to him with some shrunken sweaters. She'd been to a particular coin-op ten times before and was quite pleased, she admitted. Then this! Never again! Questioning revealed she'd sprayed them liberally "because of the perspiration."

(3) Most of the owners have made strong efforts to get away from the "tile bathroom effect" so familiar with

laundry coin-ops, and carried over to the cleaning set-ups. Papered walls and curtains or drapes are used. Many have wall-to-wall carpeting, except right around the machines. Vending machines are recessed, or surrounded with decorative partitions. Upholstered settees are mixed with plastic bucket chairs.

There's more about that on succeeding pages.

Clean 12lbs. of clothes in 22 minutes *right now with* **MIRACLE MIL**



Don't wait for tomorrow's \$8.00 Valclene. Use today's \$2.00 perc. Miracle MIL cleans 12 lbs. of clothes in 22 minutes—there's no faster cycle on the market—turns out a truly professional job at 1/4 the operating cost of the new Coin-Op machines.

Perfect for the new bulk dry cleaning market, Miracle MIL is filter-fresh for each load—automatically backwashes and cleans itself after each cycle. A complete dry cleaning machine in a single unit, Miracle MIL takes only 3' x 6'7" floor space, installs wherever electrical current is available, in four hours, requires no boiler.

Best of all, with Miracle MIL, bulk dry cleaning earns you \$8.00 an hour per machine. Don't wait—write today for the full Miracle MIL story.

MIL National Corporation

1101 East Tremont Ave.
New York 60, New York
SYcamore 2-7700

MIL National Corporation
1101 East Tremont Avenue
New York 60, New York

I'm a professional interested in professional equipment. Please send details on quick cycling Miracle MIL.

Name

Address

CityZone.....State.....



Famous
starch brands
join the
Pennsalt
laundry line

• VELVET RAINBOW • H.I.S. • WHEATEX

the well-known Hercules brands, are now Pennsalt products. Today more than ever, depend on Pennsalt . . . and your Pennsalt distributor . . . for the quality products and service that will help you to a smoother, more profitable operation.

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FABRIC CONDITIONER

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BLEACHES

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Velvet Rainbow®
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PENNSALT BLUES

Erusto® Blue No. 16
Quaker Blue®

ERUSTO® SOURS

STAIN REMOVERS

Erusticator®
Erusto® Oil, Paint and
Grease Remover
Mist®

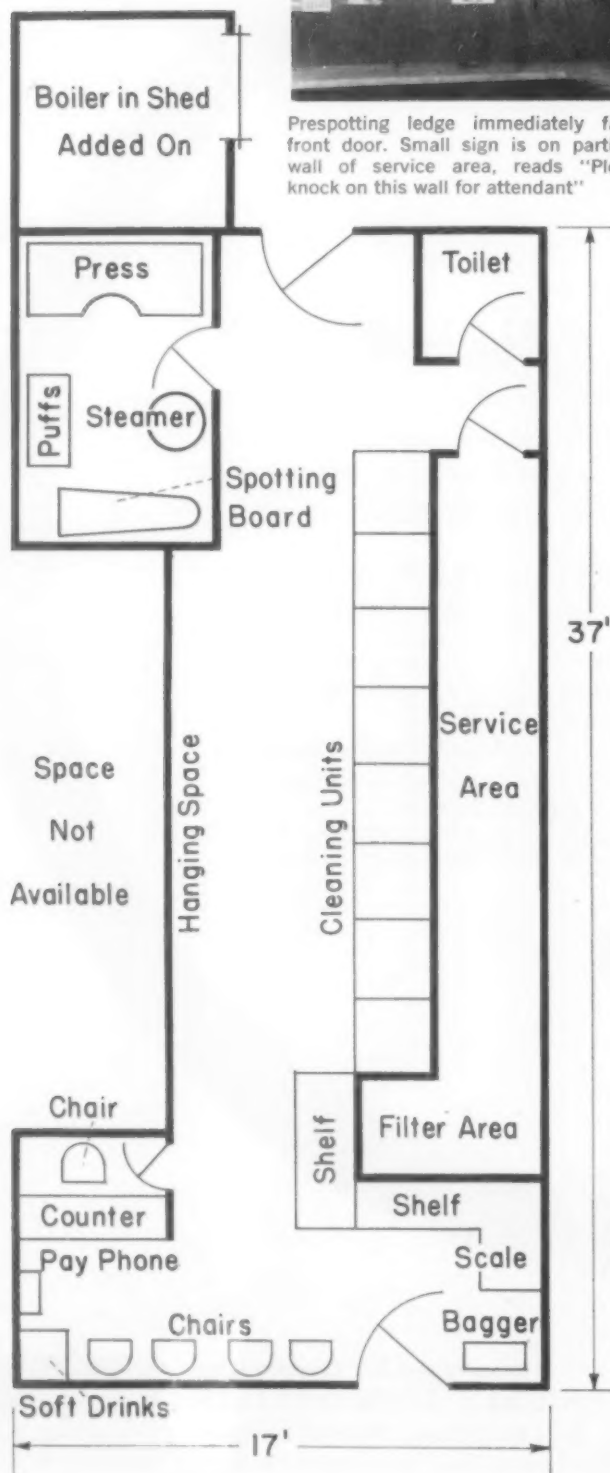
DRY CLEANING PRODUCTS

Fortified Power-Pak®
Pennsorb*
Solvent Clarifier*
Super-Karb*

*Trademark of Pennsalt Chemicals Corp.

Laundry and Dry Cleaning Dept.
PENNSALT CHEMICALS CORPORATION
East: Three Penn Center, Philadelphia 2, Pa.
West: 2700 S. Eastern Ave., Los Angeles 22, Calif.





Prespotting ledge immediately faces front door. Small sign is on partition wall of service area, reads "Please knock on this wall for attendant"



This shelf had to be added. Mr. Laufer finds total length of shelving should equal length of total cleaning units. Small counter at left is "office"



Price list for finishing garments that have been cleaned in coin-op units applies to either type service



Small finishing area nested in back corner is partitioned to keep small children away from the equipment

Tailor becomes plantowner

Probably the smallest eight-bank coin-op in Denver. Note irregular shape and clever use of space

FULL USE of cleaning equipment is the basic theory back of Moritz Laufer's Norge Cleaning Village in Denver, Colorado. Therefore, he offers self-service cleaning, or will do the cleaning for the customers.

Self-service price is \$1.50 for an 8-pound load. The customer is given the usual guidance in classifying and prespotting, but does the actual work herself.

We-do-it-for-you price is \$2.00 a load. In this service, garments are returned on hangers and in plastic bags. These loads will be run right through, if the customers so desire.

THE MOST EFFICIENT
LAUNDRY EQUIPMENT IS YOURS FOR
THE ASKING WHEN YOU ASK FOR

HUEBSCH

When the loads are big . . . and they have to
be dried in a hurry . . . only a HUEBSCH

"42" has the speed you need plus plenty of capacity.

A Huebsch "42" Tumbler handles 100 pounds of dry
weight . . . more than doubles the capacity and output of
a 36" x 30" tumbler! Yet, two 42's are only a fraction of
the cost and floor space of a 200-pound machine, and at
less horsepower. You have two great choices: the standard open-
end tumbler and the unloading tumbler. Both are available
in either steam or gas-heated models.

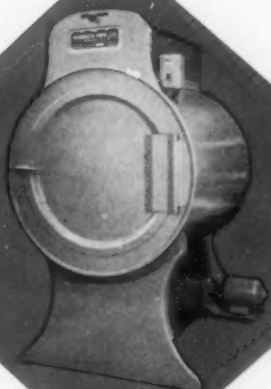
Ruggedly built by the world's largest manufacturer
of commercial drying tumblers.



THE BIGGER THE LOAD...THE BIGGER YOUR NEED FOR A

HUEBSCH

"42"
TUMBLER



HUEBSCH "42" OPEN-END TUMBLER

Famous for speed, efficiency and dependability.
42" in diameter, 42" in depth. Ruggedly built.
Big 33" door. Most economical 100-pound dryer
on the market.

or

HUEBSCH "42" UNLOADING TUMBLER

Automatically unloads in just 12 seconds . . . and the
large 33" overhead door makes loading almost as
fast! Can be used for conditioning or drying. Com-
pact . . . requires a minimum of floor space.

HUEBSCH

ORIGINATORS

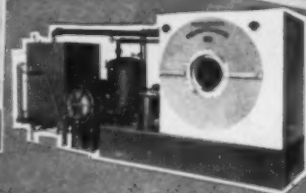
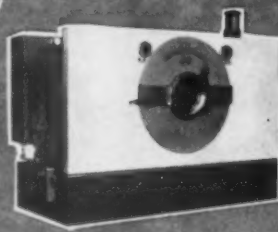
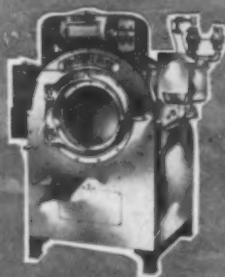
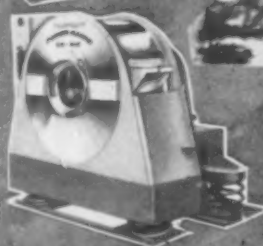
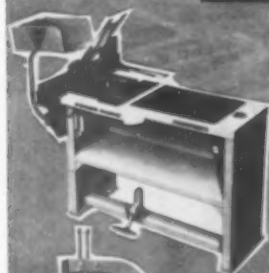
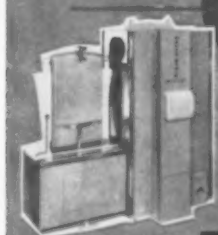
MILWAUKEE 1, WISCONSIN

WORLD'S LARGEST MANUFACTURER OF COMMERCIAL DRYING TUMBLERS


PROSPERITY

new

entire line of LAUNDRY



PROSPERITY • PROSPERITY • PROSP



COMPLETES EXPANSION!

facilities at **5. PORTLAND, ME.**

and **DRY CLEANING EQUIPMENT**

Since 1915 and the introduction of air operated presses, The Prosperity Company has been a consistent leader in the field. And now with expanded facilities, better service and new "firsts" in developments we will continue to serve you even more efficiently from our Portland home.



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DIVISION OF WARD INDUSTRIES CORPORATION
Factory and General Offices So. Portland, Maine—Executive and Sales Offices, 415 Madison Ave., New York 17, N.Y.

ERITY • PROSPERITY • PROSPERITY

Tailor becomes plantowner . . . Continued from page 54

Generally, they can be held out for such times when machines are not being used by self-service customers.

In addition, Mr. Laufer, who is a tailor and presser of long experience, will finish many garments for an extra charge. This charge is the same whether the cleaning was self-service or was done for the customer. Finishing charges are posted above the front counter.

Mr. Laufer also does extra spotting, charging for this on a basis of difficulty and time expended.

Finishing and spotting equipment

is corralled behind a partition in a rear corner of the room, where children can be screened away from the equipment. At present, there is a spotting board, two puffers, a garment steamer and a utility press.

This layout was chosen on the assumption there would be little demand for finishing of dresses. However, there have been a number of requests, and Mr. Laufer is speculating whether there'd be more if a steam ironing board were added. To do this would require removal of the steamer and possibly the puffers, due

to limited space. Also involved is the fact that the steamer, placed in the only possible spot, screens part of the cleaning area from his view when working at the press.

A plastic bagging device had to be placed behind the front door to the store. Here it is accessible, yet out of the way.

What appears to be a receiving counter is actually a desk. Shelves underneath hold finished garments that cannot be placed on hangers while waiting for customers.

The narrowness of the store requires the cleaning units to be set back close to a wall with a narrow alley behind for servicing. To do this the filter was placed off the front end of the line instead of behind the units.

The wall opposite the cleaning machines contains a row of notched bars on which to hang garments. At present these are used by customers, as well as holding finished work (the latter being distinguished by the plastic bags over them).

However, the daily finished work is beginning to load these bars, which total about eight feet in length. Self-service customers need more hanging space. A slick rail is to be provided down the center aisle, just off the ends of the wall bars. The rail will be for both self-service customers and for Mr. Laufer to assemble on.

Typical of the neatness and orderliness of the place is the plastic cover Mr. Laufer made for his steamer. Made of regular garment bag plastic, it provides an effective dust cover.

Originally only ten feet of shelving was provided opposite the front door for customers to sort and prespot their loads. Because of the right angle formed by the shelves, there was barely room for two customers at a time. Mr. Laufer feels a reasonable rule of thumb would be to provide a total length of shelving or counter space equal to the total length of the line of drycleaning units.

He points out that customers need folding space as well as prespot and sorting space. Otherwise they use the tops of the drycleaning units to fold on. This he wouldn't mind, except it sometimes hinders other customers or himself from getting to an empty machine. Families in the area run to three or more children.

Evidence that other cleaners are watching Laufer's operation with great interest is the number of them that insisted we visit this installation, though it was well out on the western side of town. Laufer's likely to have some imitators!



story of a man who saved \$4,000

He was thinking of buying Mobile FM Radio. Saw one of our ads—mailed the coupon and received a free paper model of the Aerotron Slimline. Then, slipped paper model under the dash of one of his vehicles—looked good—didn't take much space either. The Slimline is all-aluminum construction—weighs only 8 lbs. 11 ozs. Battery drain is no more than your parking lights use—has transistorized power supply, too. The hand wired circuitry is more reliable—easier to repair. Optional features include: up to three transmit and receive channels, and Unicall,

for sharing crowded frequencies without interference. How did he save \$4,000? Bought 10 Slimlines at \$395 each—half the price of the other units he had considered. Moral? If you're thinking of buying Mobile FM Radio—clip this ad to your letterhead and we will send you a free paper model of the Aerotron Slimline.



AERONAUTICAL ELECTRONICS, INC. • BOX 6527 • RALEIGH, N. C. • MAKERS OF FAMOUS 6N15 MODEL

**What! Use a
blood remover for
these stains too?**



**Sure! You
can do it with
QwikGo**



Mercurochrome and merthiolate are tough, troublesome stains. But they are surprisingly easy to remove from drycleanable fabrics when you treat them with "New Formula" *QwikGo*, Wilson's great new blood and albuminous stain remover. You just apply *QwikGo* to the mercurochrome or merthiolate stain . . . manipulate . . . and flush. It's as easy as that. This bonus feature you get in *QwikGo* makes it a still more valuable spotting board aid. And it adds another good reason why you should use *QwikGo* if you are not already doing so.

Save \$2
... call your jobber
for *QwikGo*
in the
4-bottle carton



A. L. WILSON CHEMICAL CO.
KEARNY, NEW JERSEY

**"Stain
Removers"** are our only business

here's how you can

CASH-IN ON COIN-OP^{dry cleaning}

- with a minimum investment!
- with your present equipment!
- at your present location!

Our Manitowoc Fashion-Care[®] Self-Service system is the most simple and economical way for the average dry cleaner to get into coin-op cleaning. As manufacturers of dry cleaning machinery we have lived with your problems for many years and we can understand your questions regarding coin-op cleaning. We know that Fashion-Care is a profitable method. Why? Because it's been proven by an actual cost comparison with other coin-ops. This profit analysis is available by mailing the coupon.

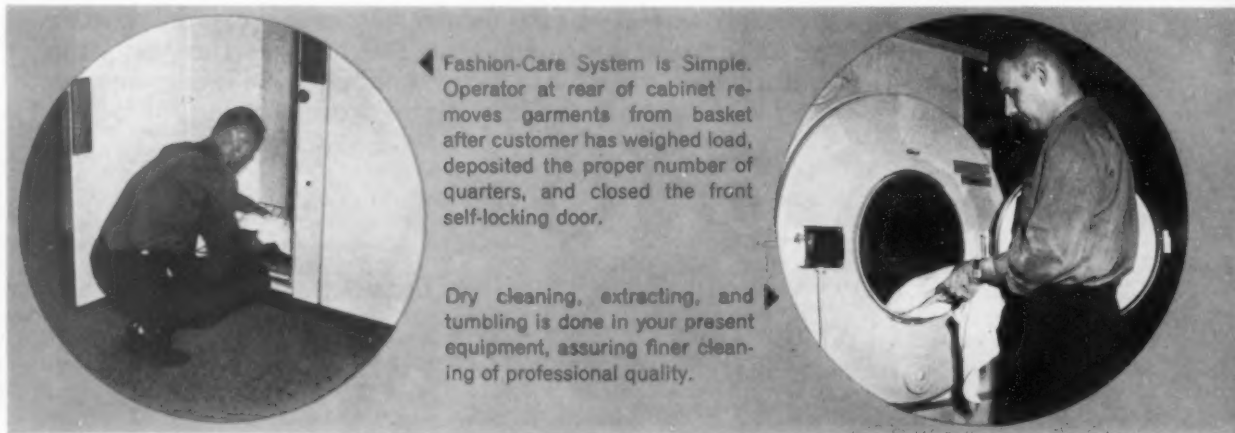
We know that the high cost of a big equipment investment, a new location, remodeling, extra rent, labor, and overhead are severe financial obligations and problems for the average dry cleaner. Forget them! For only \$2500† we can put a bank of four beautiful Fashion-Care cabinets in your store.

Your present dry cleaning equipment will easily handle both your regular service plus the added business self-service cabinets will attract. As volume grows, you keep pace with the increase by adding additional equipment — only when you're sure the business is there — you don't gamble your life savings on an unknown quantity.

We know you've been wondering where you would put new coin-op units, together with extra tanks, stills, and filters. That's why we carefully engineered the Fashion-Care cabinets so a bank of four fit in a compact 20 sq. feet. You don't have to tear apart your present store or go to a new location to offer coin-op service.

Your customers will buy self-service cleaning and you will make money from self-service cleaning. But, you will make more money with the Manitowoc Fashion-Care system because of the low initial investment and use of your present equipment. Don't wait — mail the coupon today for more information on the Manitowoc Profit Plan for coin-op cleaning success.

[†]Pat. Applied For





only 20 square feet and \$2,500† cuts you in on Coin-Op profits . . .

- use your present cleaning machine and tumbler
- exclusive steam-air finishing eliminates 90% of garment wrinkling
- beat any other coin-op on quality, capacity, profit
- each cabinet accepts any size load up to 12 lbs.
- costs less to own — less to operate — less to install
- financing no problem—only 10% down payment
- only six customers a day pays off original investment in one year's time

†F. O. B. Manitowoc, Wis.



◀ Customer removes garments from hangers after steaming and automatic air finishing within cabinet. Steam-air finishing removes 90% of wrinkles — produces a finer job than any other coin-op method. Total time elapsed . . . 35 to 45 minutes.

MANITOWOC

MANITOWOC ENGINEERING CORP.

(A subsidiary of The Manitowoc Company, Inc.)

MANITOWOC, WISCONSIN

Get the Manitowoc PROFIT PLAN! ➡



NAME _____ MS-2

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



ideal location for a shopping center, the Orlins believe, is on the end of the building, where customers can park on at least two sides close to the door



Too compact is the Orlins' judgment of this layout, yet the continued success of the installation suggests "you don't have to clean in a ballpark"

This is

The oldest cleaning coin-op in Denver

still doing well
while newer
ones flounder along

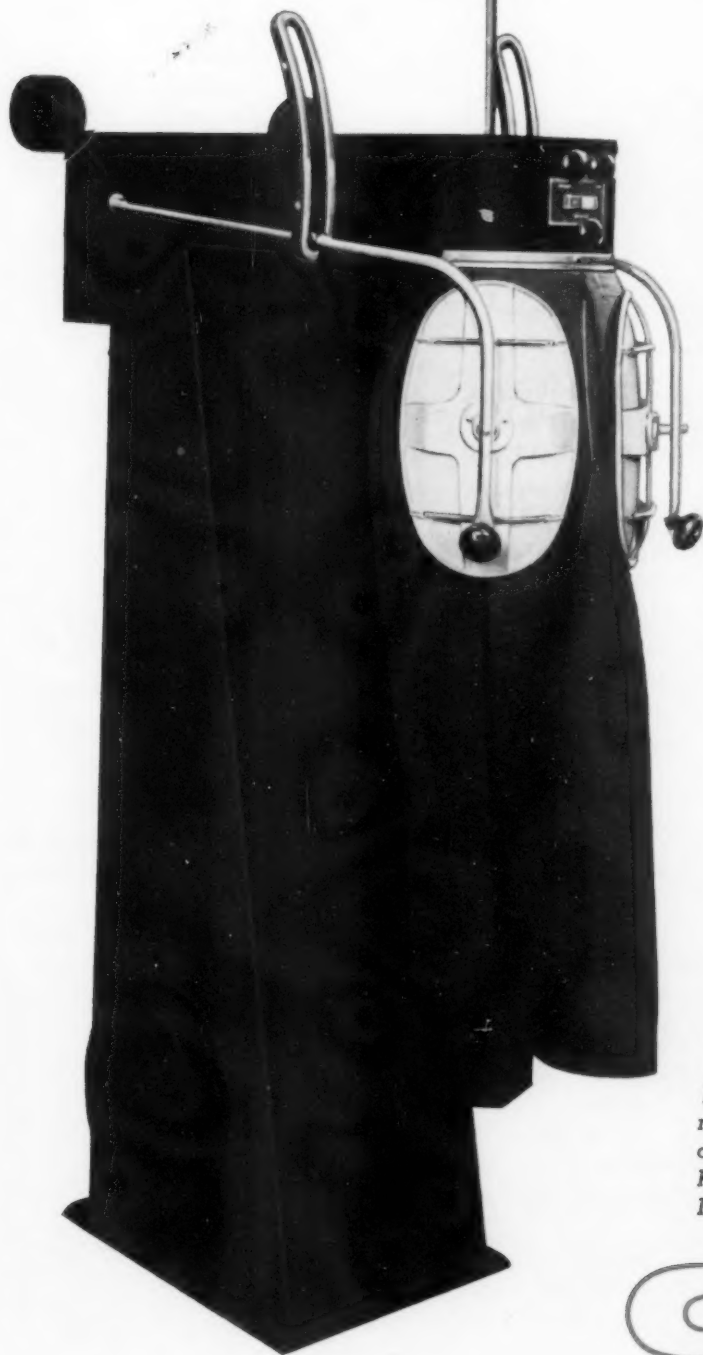
AMONG PROFITABLE COIN-OPS in the metropolitan area of Denver, Colorado, knowledgeable observers invariably include the original permanent installation. The Cleaning and Laundry Village in Arvada, put up by Stan and Len Orlin, has continued to prosper modestly. This, while the rash of coin-ops springing up in the big hub city have been slapping each other around a bit.

There are several factors in the Arvada plant's success. Its location is ideal. It is on the highway end of a small shopping center. This is only a block away from, opposite and in full sight of, a large shopping center. Arvada is at the northwest edge of Denver's rapidly expanding suburban zone. At present it is a compact centralized community, somewhat out of competition with the downtown business districts.

The Arvada setup was attended from the beginning. The attendant in charge is competent, personable, responsible and enthusiastic. It's the "most interesting job I've ever had" (this is an almost universal statement by attendants in all successful dry-cleaning coin-ops).

Only major criticism the Orlins have about their installation is that it

**Where else can you get all these features
and still pay only \$500? The answer?
Nowhere!**



The new Cissell Pants Topper gives you all the features you'll find on every other topper and offers you exclusive features you can't find elsewhere at any price. And it gives you all this for only \$500.

What are these Cissell exclusives?

1. Controlled Air Pressure. 2. Reset Button — to interrupt automatic cycle. 3. Automatic Pre-Steam. 4. Contoured Pleat Setters. 5. Heat-Resisting Buck Padding. 6. Contoured Buck. 7. All Electrical Controls in external compartment for simplified maintenance.

... And in addition:

- Fully-automatic fully-adjustable 24-second cycle • Manual Air Control • Uniform Quality Finishing • Space-Saving Compact Size • Conditions entire leg • Eliminates crotch wrinkles • Cissell Water-Spray Gun and Condenser Assembly.

And to repeat, you get all these features and extras for only \$500. F.O.B., Louisville. There's only one model, one price. **CONSULT YOUR JOBBER** for complete information about the new Cissell Pants Topper. You'll be glad you did! W. M. Cissell Mfg. Co., Inc., Louisville 1, Ky. Pacific Coast Office, 4823 W. Jefferson Blvd., Los Angeles, California.

CISSELL



thinking about

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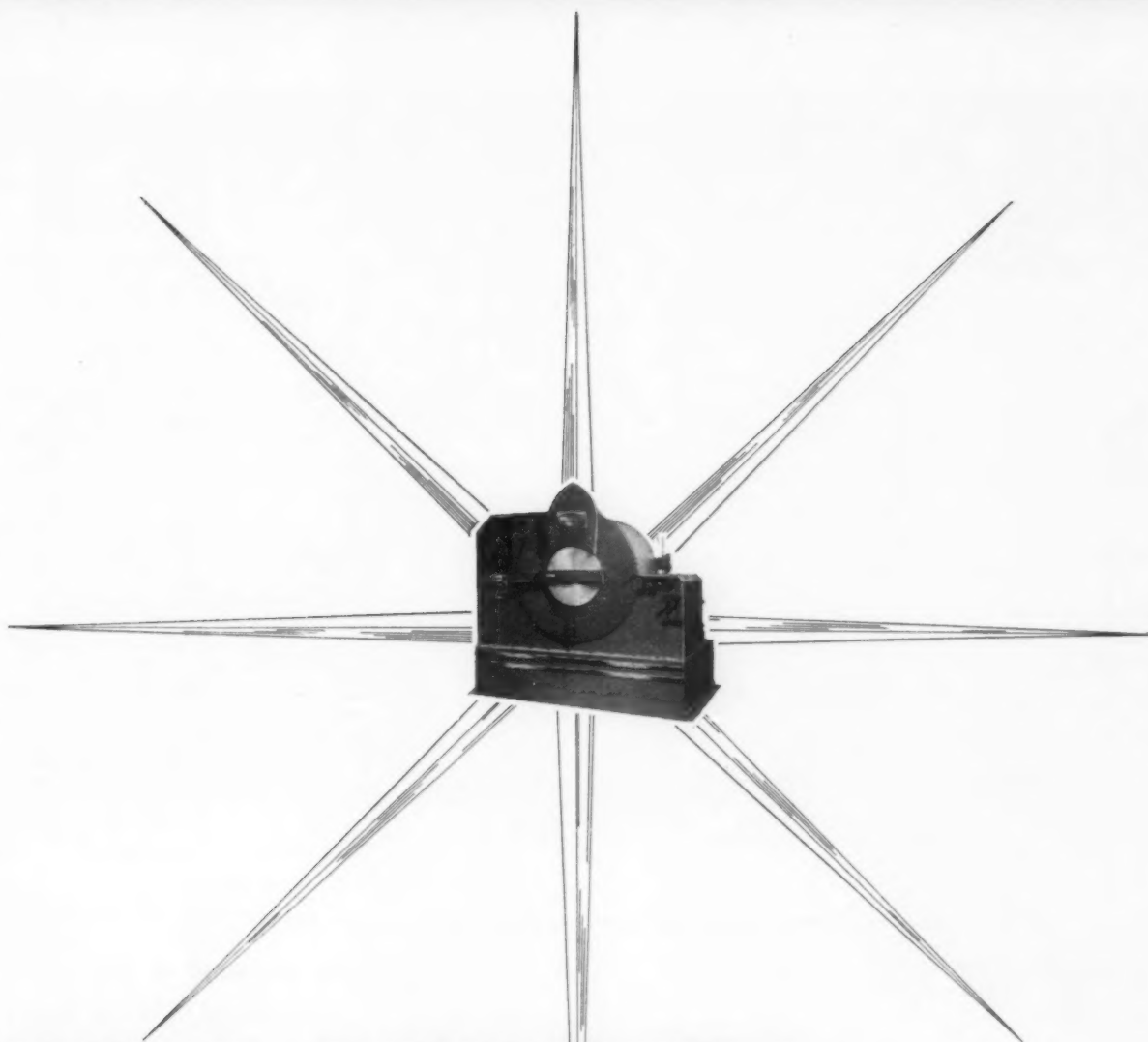
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Wherever dry cleaning equipment is known and appreciated, the Washhex name has become an accepted synonym for the finest...

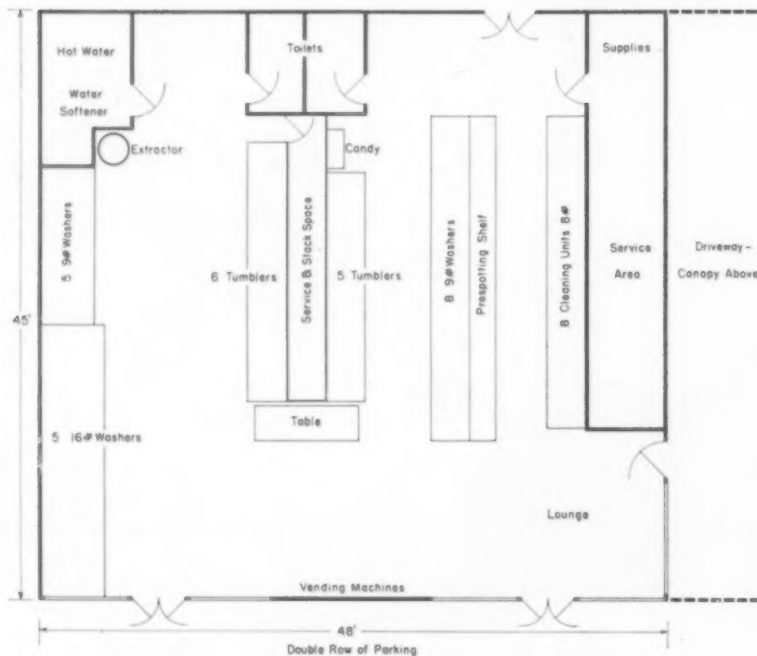
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An hour's visit to a Washhex equipped plant will prove it!

Why not accept your Washhex distributor's invitation to visit a nearby plant or simply attach this ad to your letterhead for more information.

WASHHEX MACHINERY CORPORATION

• 192 BANKER STREET, BROOKLYN 22, N. Y. •



Functional layout minimizes confusion, makes best use of available space. Tumblers back-to-back in laundry section provide shortest distances between washers and tumblers. Prespotting shelf backed up to row of laundry washers holds drycleaning area to comfortable minimum of footage

Oldest cleaning coin-op

Continued from page 62

is a little crowded. Yet they succeeded in laying out the equipment so there is no cross-traffic. Workspaces are designed for minimum steps between prespotting and drycleaning, or between washing and tumbling.

However, the Orlins do have their fingers crossed in respect to this installation. Their first, it is the only one without professional cleaning and shirt laundering service made available. This, they are convinced, is necessary to coin-ops that face heavy competition in the future.

If they cannot obtain extra space in the present building, they will farm out this pro care to their other plants. However, this runs against their basic philosophy of operating self-contained package plants. The Arvada unit will probably be maintained as a self-contained coin-op as long as practical. Then it will be converted to a self-contained textile maintenance super-market, either by expansion or by moving to new quarters. Then coin-op will be balanced with pro care. ☐ ☐

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The simplest, most convenient way of keeping a list of your customers, their addresses, the orders they send in, the amount they pay.

NO. 39 DRY CLEANERS RECORD FORM

Provides space for recording this necessary information with minimum effort. Whether your plant is large or small, whether you prefer a bound volume or loose-leaf type, your needs will be answered by one of these three editions:

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1. filters your solvent better
2. at lower pressure
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You cut costs, using Eagle-Picher Filter Powder. Being "cleaner" in the first place, this filter material is able to hold more dirt, while letting the solvent thru at lower pressures. You use less filter powder, because Eagle-Picher does a better job.

You can depend on its uniformity, thanks to Eagle-Picher's tremendous new Nevada diatomite fields, and because of its "on grade" processing techniques. It will do exactly the job you want done.

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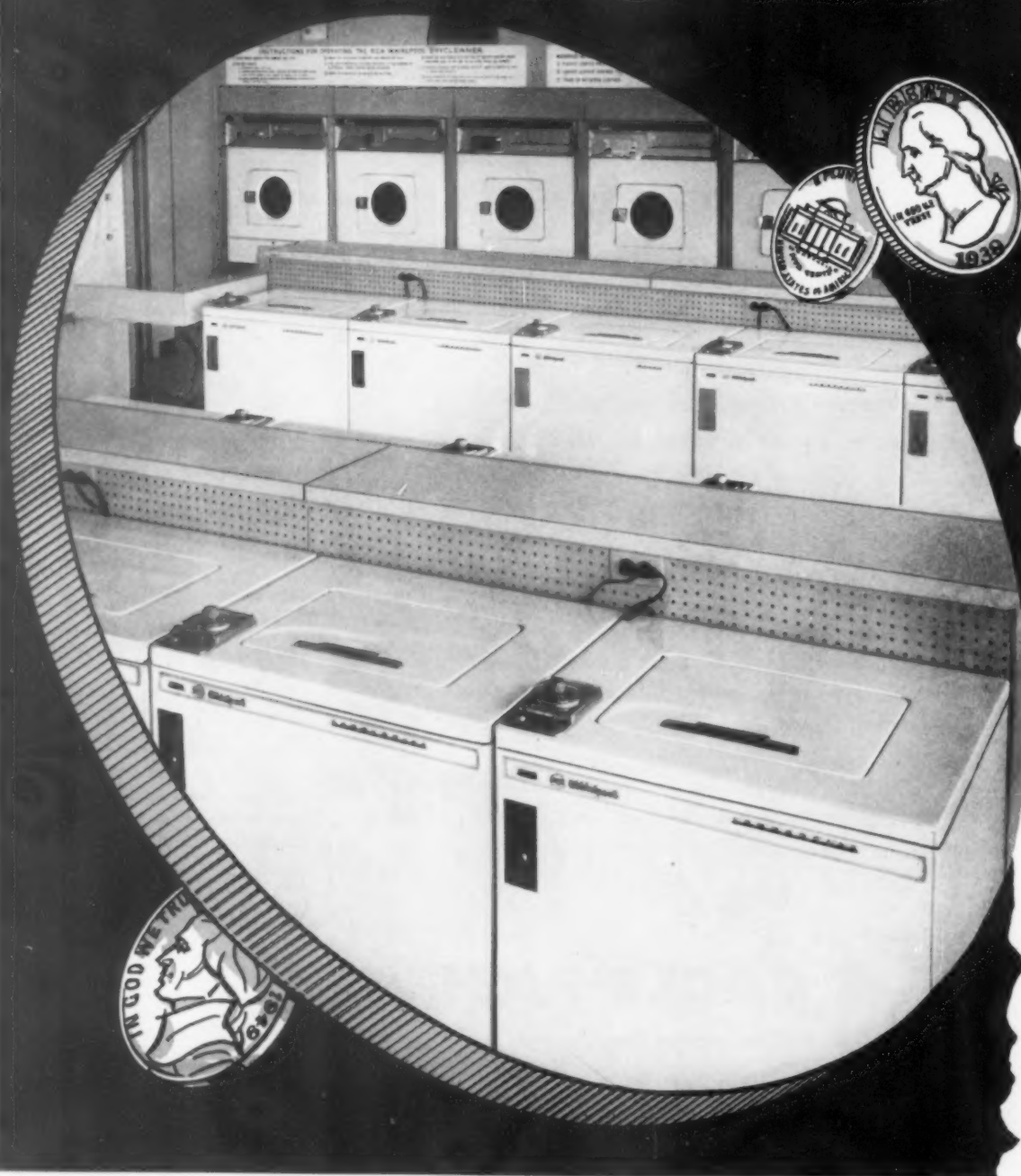
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New possibilities for

COIN-



OP PROFIT

can be yours with **RCA WHIRLPOOL** **DRYCLEANERS AND WASHERS**

Have you seen the new, complete coin-op "package" from Whirlpool? It's terrific! First, there's an unexcelled product line . . . the new RCA WHIRLPOOL drycleaner, the standard commercial washer, and the new extra-capacity Wash-A-Lot washer *plus* all other necessary equipment. Here's everything you need to get into the coin-op business, whether you open a new location or add to an existing one. When you buy RCA WHIRLPOOL equipment, you deal *direct with the factory*. And, when you buy, a factory field service force stands behind you to make sure that everything is right.

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The RCA WHIRLPOOL coin-operated drycleaner is
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☐ Have representative call in person.

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Empire Staters at Saranac

MORE THAN 200 members, allied tradesmen and guests turned out for the 52nd annual New York State Launderers and Cleaners convention which took place at Saranac Inn, Saranac Lake, New York, September 21-24.

Highlights of the business program included a panel on coin-op drycleaning, and presentations by the board of directors of the American Institute of Laundering.

AIL directors star

C. E. Morgan, District 1, described a *quality control program* which has been undertaken by 17 drycleaning plants in the Atlanta (Georgia) area. The group began a cooperative advertising program three years ago and soon discovered that while their products and prices were about the same, quality differed widely.

To minimize this difference, the group eventually hired a housewife to make monthly impartial inspections of each plant's work. She is provided with a quality check list and gives each plant a rating on drycleaning and shirts. The program is credited with increasing member plant quality by an average of 10 percent the first year.

Charles Smith, District 2, suggested 20 ways to reduce employee turnover and absenteeism:

1. We must keep employee turnover records and should have:
2. Sound employee selection policies and procedures
3. Employee reference and health investigation
4. Employee tests
5. Improved employee placement
6. Employee orientation, induction and follow-up
7. Management and supervisory training
8. Employee training program
9. Employee communications
10. Management communications
11. Job evaluation and wage-salary administration
12. Clearly defined and published working rules
13. Competitive employee benefit program
14. Acceptable personnel program and facilities
15. Company safety program
16. Attitude or opinion surveys
17. Promotion-from-within policy
18. Grievance and suggestion systems
19. Exit interviews
20. Termination follow-up letters

You can make a 10 percent im-

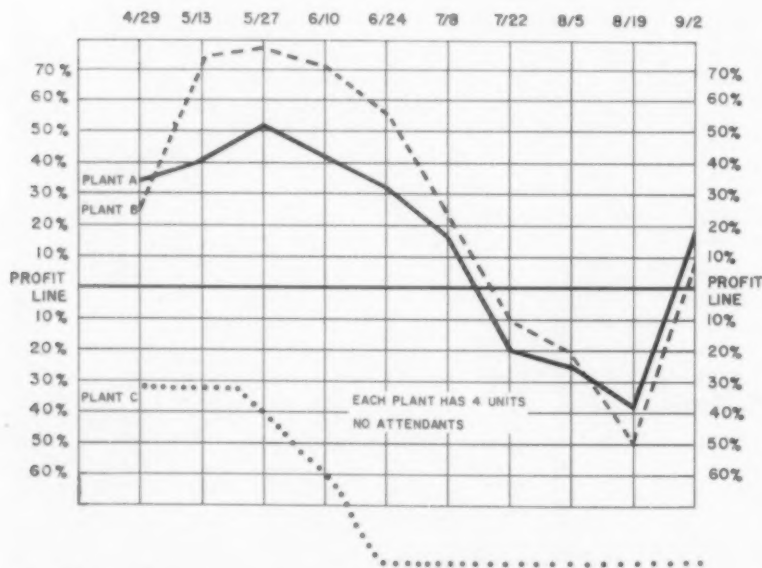
provement, says Mr. Smith, just by keeping records. In our own case we have reduced our turnover rate from 75 percent in 1955 to 20 percent in 1960. A 12 to 18 percent turnover is supposed to be the optimum. We figure that it costs us \$185 to retrain the average new employee in Montgomery, Alabama, he said.

James Foasberg, District 4, described the *operation of a carhop call office*, placing particular emphasis on the nine-page manual which his company has prepared for carhop girls. Page (1) tells them who we are and what their job is; (2) suggests ways to make friends and influence customers; (3) describes employee benefits; (4) enumerates the services offered; (5) tells how to serve a regular customer; (6) tells how to handle special cases; (7) how to handle complaints; (8) how to talk on the telephone; (9) tells about selling in general.

Gene Hawk, District 7, urged the members to keep pace with the *changing times*. In his own case, he sold his large downtown plant and built a new 40 by 80-foot plant designed to handle about \$4,000 a week in laundry and drycleaning. At the same time, management decided to limit its service area to cover only one-third of the city of Des Moines (population 210,000). The plant has hit as high as \$7,100 in one peak week and profits here have about doubled. After four years, management opened a second plant in the same one-third of the city and the new plant is doing \$2,700 per week.

By *restricting its territory voluntarily*, the firm has reduced its collection and delivery costs to a low 19.1 percent, since no routeman goes more than 6½ miles. The routes average \$550 to \$950 per week and operate on a Monday-Wednesday, Tuesday-Thursday, Wednesday-Saturday schedule. The minimum stop is 60 cents. Shirts are priced at 30 cents, drycleaning base price is \$1.65. Laundry-cleaning ratio is 50/50.

Russell Dale, Jr., District 10, told how his disappointing experience with coin-op laundries reaffirmed his faith in the family laundry business. "We know we can make money feeding sheets." The problem with coin-ops, as he saw it, was that anybody could get into it. It takes little money and even



This 18-week study shows evidence of seasonal variations in coin-cleaning volume. Plant "C" started with \$2 per load price like the others, then cut back to \$1.50 to meet competition. But even \$1,000 promotion didn't help

HOOO-RAY!

REMINDER Write for
Hugin Cash Register
Information.
444 Park Avenue S.
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"Delivery 3 Weeks!"

Customers really appreciate Hugin's quick delivery. Fact is, once a customer decides to buy a Hugin Cash Register, he usually wants immediate delivery and sometimes even that is possible. Frankly, we know we help ourselves by helping you so we really make a sincere effort to give you superior service. For example, our three service inspections (no charge) made on every Hugin Register during the guarantee year, is your assurance that you will have long years of trouble-free operation. With Hugin you never have to worry about service. Every

Hugin Cash Register is guaranteed for LIFE under Hugin's Low Cost Service Policy. Thirty-one years of fussing with each Hugin part makes this lifetime service policy possible...you're the one who profits. See America's newest cash register—Hugin—famous the world over for 31 years. P.S. Register shown is one of 930 Hugin models designed to improve cash management.

hugin
CASH REGISTERS

444 Park Avenue South, New York 16.

Empire Staters at Saranac . . .

less know-how. Conversely, it's difficult to get into family laundering and the competition isn't as keen. He believed there was a demand for professional service even though neither the laundryowners nor the customers fully realized the need as yet.

Coin cleaning panel

Is coin-op drycleaning competition? "Yes, it is," said William Browne, NID director of public relations, "if you let

it be. Actually, the customer doesn't want limited service. He wants professional, competent service and personal attention. Coin-ops are doing some good in teaching people about drycleaning. The professional will tell them what they don't get in coin-ops; e.g., hand finishing, shaping, spotting, etc."

Robert Graham, NID director of research, gave a report on an NID Fellowship of Coin-Op Drycleaning for

the Whirlpool Corporation. Here's a summary of the 13-week study: (1) The coin machines studied gave comparable cleaning except for the removal of water-soluble stains. (2) The condition of the solvent was acceptable when clarified after every 12 loads. (3) Customer acceptance was good. Some 60 to 80 percent of the loads were run between 8:30 a.m. and 5:00 p.m. Approximately 30 percent of the work is done on weekends. (4) Supply costs averaged 32.5 cents per load based on a study of over 2,000 loads. (The loads were priced at 8 pounds for \$1.50.) Without a muck cooker, supply costs would average 46 cents. (5) Seasonal variations in volume were likely to occur as in regular drycleaning service.

To give the membership a chance to learn more about coin-cleaning the association lined up three panelists who operate such plants in New York State. They were: Arnold Smith, Robinson and Smith, Inc., Gloversville; Sam DeLuca, Custard & Kistler, Inc., Elmira, and Thomas Long, Plattsburgh Laundry & Drycleaning Corp.

Each of their installations had four units, no attendants, and all depreciated the equipment over a three-year period.

Supply costs ranged from 27 cents per load up to 58.8 cents in Plant "C" which had no "cooker" or "sniffer."

Two owners reported their coin-op installations did not hurt their regular cleaning sales. Mr. Smith said his professional sales were off 2 percent but that over-all volume was up 7 percent.

The chairman noted the program committee had difficulty in finding coin-op operators who would say their installations were profitable.

General conclusions: Coin-op cleaning is here to stay. Professional cleaners are holding back because (1) They can't see that it pays and/or (2) They don't have the money to invest in them.

New officers

Also on the agenda was the election of new officers. They are: G. Rolfe Scofield, Jr., Crescent-Puritan Laundry, Rochester, president; Wesley Springhorn, Blue Horn Laundry, Blue Point, vice-president; Karl Wilke, Wilke Laundry, Albany, treasurer; and John Leahy, executive secretary.

TO AVOID
RECLEANING
reach for...



Feathers out easier!

Completely volatile, leaves no oily residue or odor. Safe on all fabrics and dyes of average fastness. Non-flammable. Safe to use in either petroleum or perchlorethylene.

Perfect for touch-up removal of pick-up soil at spotting board, presses and at garment inspection station. Removes light paint, or grease stains and lipstick smudges, eliminating the necessity of recleaning.

Extremely effective in the removal of stubborn paint-oil-grease when mixed two parts Picrin with one part Cyclo or charge detergent.



FREE!

Complete kit of 8 unbreakable polyethylene Instructor Spotting Bottles with Simplified Spotting Chart. A real aid to both novice and master spotter. A \$3.00 value FREE!

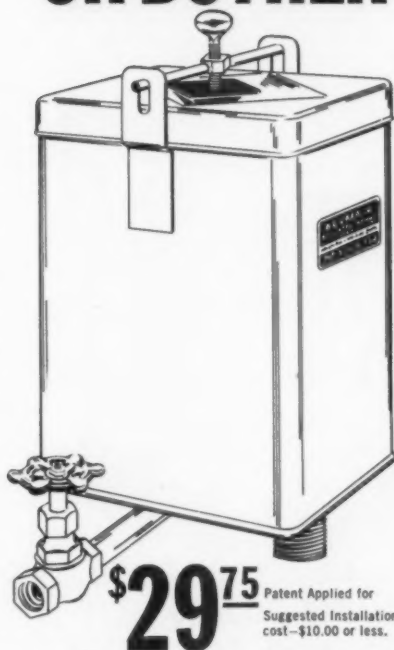
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NEW... THE DARCO^{*} DISPENSER FOR POWDERED ACTIVATED CARBON... NO MESS, DUST, OR BOTHER

Now you can get the quality and economy cleaning possible only with PREMIUM DARCO[®] activated carbon—without any mess, dust or bother with the new, patent-applied-for, DARCO Dispenser for powdered activated carbon. ■ The new DARCO Dispenser is simple to operate. Don't open the bags. Simply remove the lid of the dispenser, insert a standard unopened one-pound bag of PREMIUM DARCO activated carbon, close the dispenser, open the valve, and flush the carbon into the system. ■ The bags are emptied automatically, at any desired period of time. When the bags are removed from the dispenser, they are clean and free of powder. You have no dust, mess or bother with the DARCO Dispenser. ■ The slow and continuous injection of



activated carbon, possible with the DARCO Dispenser, assures an even porous coating on the filter tubes or plates. Thus, at all times, you are protected against dyes and other impurities on the first pass of the solvent from the washer dump tank to the filter. ■ The DARCO Dispenser, is inexpensive to buy, easy to install. There is nothing to wear out or replace. It is completely enclosed and nothing can overflow or clog. No maintenance of any kind is required. ■ PREMIUM DARCO activated carbon has always been the favorite of quality-minded dry cleaners with an eye out for economy. It keeps solvent cleaner at less cost than any other method. Now you can use the best without dust, mess or bother. Order from your authorized DARCO distributor today.

F.O.B. Hamburg, N. Y. • Can be Shipped Parcel Post.

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Manufacturers of Dry Cleaning Specialties
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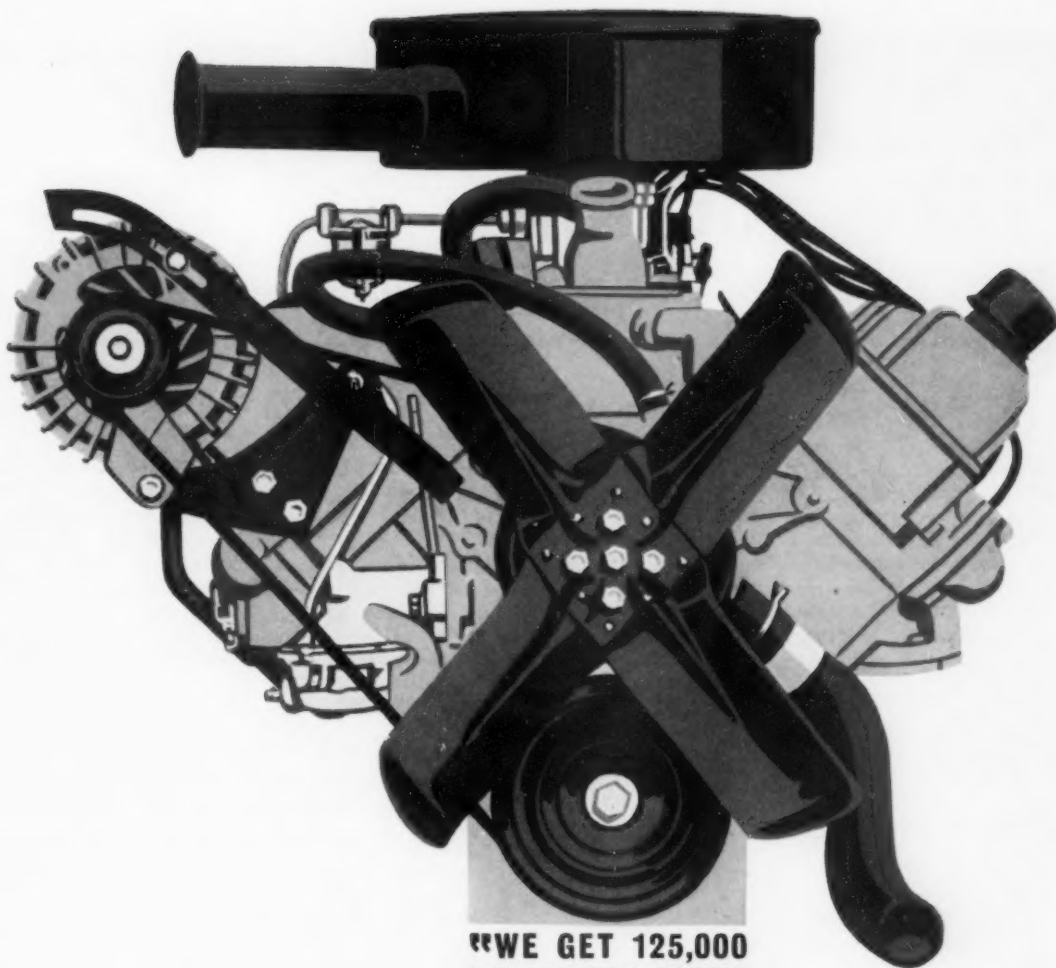
**"OUR 1953 DODGE
HAS NEEDED ONLY
A FRONT BRAKE RE-
LINE JOB IN OVER
130,000 MILES!"**

Three C's Lumber & Supply Co.,
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**"ALL 102 OF OUR
'48 DODGES HAVE
GONE AN AVERAGE
OF 90,000 MILES
EACH WITHOUT A
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BEING REPLACED."**

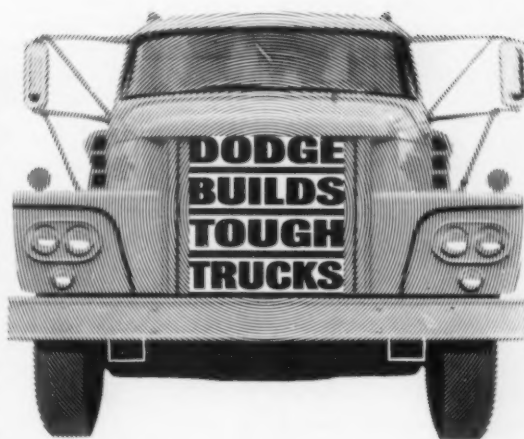
Capitol Dairy Co.,
Chicago, Illinois



**"WE GET 125,000
TO 140,000 MILES
FROM THE ENGINES
IN OUR 8 DODGES
BEFORE WE THINK
OF REPLACING 'EM."**

**W. Hudman, Livestock Trucker,
Lubbock, Tex.**

DODGE TRUCKS FOR 1962 have more than 50 engineering advances that make them tougher, more tight-fisted than ever. Included are new 2-speed axles, heavier transmissions, more economical diesel power, and new distributors and starters. See and drive the 1962 Dodges—America's only Job-Rated trucks—at your Dodge dealer's.



I LOVE YOU, STILL!

Petroleum plants are dusting off the old clarifier in the latest striving for quality

by JOSEPH F. KEEGEL

MOST ABUSED AND IGNORED of all the equipment in the petroleum cleaning plant is the vacuum still. In most cases, this is because the principle of the vacuum still is not understood. Yet, with a little care and a few check tests, this piece of equipment can produce efficiently and last almost indefinitely.

Principles of vacuum distillation

Water boils at 212° F. when at sea level. Yet water on top of a mountain has a boiling point considerably less than 212° F.

Why this difference?—The weight of the air at sea level is far greater than air on top of a mountain (because the earth's blanket of air is thicker at sea level). This weight, represented as atmospheric pressure, exerts a force on the surface of a liquid, preventing it from evaporating or turning into a gas.

Bear in mind that the molecules in all matter, whether solid, liquid or gas, are in constant motion.

Evaporation occurs when the momentum of liquid particles is great enough for them to break free of the body of the liquid. Hence, the less air pressure at the liquid surface, the easier it is for more and more molecules to break loose and form a vapor.

Now, add energy in the form of heat to a liquid. More vigorous motion of the molecules results, and the liquid transforms faster to its gaseous phase. We might say that by reducing atmospheric pressure at the surface, we invite the liquid to change into a gas. By adding energy (heat) to a liquid, we urge the liquid to become a gas.

The greater the activity of the molecules and the lower the pressure at the surface, the more molecules will be converted into a gas.

Stoddard solvent has a boiling range of 310° F. to 410° F. at atmospheric pressure. In fact, in the early

days of drycleaning, solvent was distilled atmospherically. However, a great deal of heat was needed for this.

So manufacturers introduced the vacuum still. Using a positive displacement pump on the out-going (condenser) side of an air-tight cooking chamber, the atmospheric pressure can be reduced to 26 or 27 inches of vacuum; this would equal the "thin" air at jet flight altitudes, above the highest mountain. It greatly reduces the heat required for evaporation of solvent, with the attendant savings in fuel.

There is another reason for vacuum distillings. Some manufacturers claim that distilling petroleum at atmospheric pressure requires temperatures high enough to produce a small amount of "cracking." "Cracking" is a petrochemical term meaning the large molecules of liquid solvent break down into two or more smaller molecules. Some of these are unsaturated, able to form odor-bearing compounds.

Principal parts of a vacuum still

- 1) Cooker—with either steam coils, steam tubes or a steam chest (calder). Here the liquid is boiled into a gas.
- 2) Condenser—a chamber with coils or tubes inside. Cool water in the tubes chills gas in the chamber. Here the gas goes back into a liquid.
- 3) Vacuum producer—positive displacement pump to maintain proper vacuum (26 or 27" vacuum). The pump has another function of moving condensed solvent from the condenser to a storage tank.

Operation of the vacuum still

- 1) Close drain valve of cooker.
- 2) Close vacuum-breaker valve (if one is provided).
- 3) Remove rags from rag can water separator. Drain water that may be at bottom of rag can. Replace with

clean *damp* rags for the first few inches and continue filling with clean *dry* rags for the remainder. Tamp rags occasionally while filling. Be most careful around the sides of the can, to preclude any possibility of "channeling."

4) Remove and clean the lint trap on the dirty solvent supply line. Replace lint trap.

5) Drain any water from cone of aboveground dirty solvent supply tank. If dirty solvent supply tank is underground, pump out tank bottom through bottom suction valve and discard.

6) Turn on steam to coils or calders. *Under no circumstances should live steam be used to preheat the cooker. Although it heats the cooker rapidly, this live steam condenses to water. Water is one substance to keep out of a still while its "working!" If there is a need to heat a still rapidly, build a by-pass around the steam pressure regulator valve. By opening this by-pass valve we can take advantage of full boiler pressure to heat the cooker rapidly.*

7) If your still is equipped with a steam vacuum producer (usually located at the condenser), open its two valves. This should produce about 20 inches vacuum.

8) When maximum vacuum is obtained (approximately 20 inches), start vacuum pump and turn off the two vacuum-producing valves in step 7. Be sure to close the valve nearest the condenser first.

9) If a bleeder line from the rag can to the suction side of the pump is provided, open it to assure a better vacuum and reduce wear and tear on the pump. Running the pump dry can cause excessive wear.

10) When top of the condenser becomes hot to the hand, turn on the water to the condenser. When distillation starts (usually signaled by "singing" of the pump) adjust the flow of the water so as to maintain a temper-

Per Pound Cleaning Cost Cut 52%

Manhattan Dry Cleaning & Laundry Co. Reduces Solvent Costs from 1.25¢ to .6¢ by using Hoyt Sniffers and Solvo-Misers in a switch from Petroleum-base Solvent.

In a drastic switch to Perchlorethylene from petroleum base solvent involving the purchase of five Hoyt Super-Fast Solvo-Misers and two double Sniffers, the Manhattan Drycleaning & Laundry Company saved \$3,406 annually in solvent alone, and increased production at the reclaimers by one-third.

Mr. Roland Carlsen, Manager, states that "We would not have been able to make this change without the Hoyt "Sniffers" which recover four gallons of solvent per day."

"Due to the automatic control system of the Hoyt Solvo-Misers", says Mr. Carlsen, "We produce 232 pounds per hour instead of the former 200. Each reclaimer also delivers a dry, odorless load."

In commenting on the patented Loadtrol which regulates tumbler speed, Mr. Carlsen adds, "... the Loadtrol enables us to give particular attention to delicate items, such as silks, cashmere sweaters or linens which, if the tumbler is running fast, stick to the grill and wrinkle."

Send for the complete story on this and other money-saving Hoyt installations which have been documented in detailed case histories.

HOYT

2 FORGE ROAD, WESTPORT, MASS.

Hoyt Mfg. (Canada) Ltd., Toronto

Distributors in Principal Cities

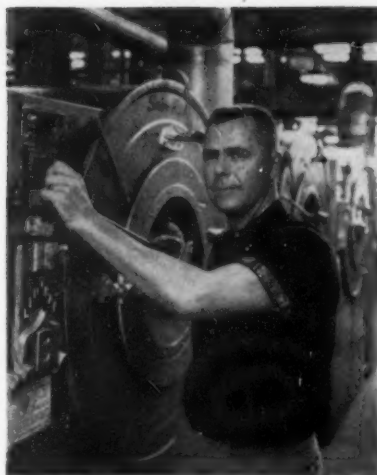
Automatic Dryers

Reclaimers

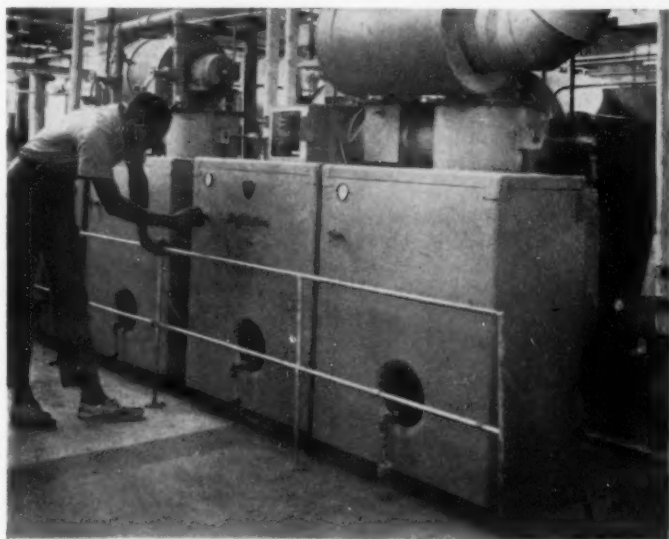
Solvent Adsorbers

Water and Solvent Chillers

Coin-op Systems



One of five Hoyt Solvo-Misers which increased reclaimer production by one-third.



Two Model 8 Hoyt Sniff-O-Misers recover four gallons of Perc per day.



The Manhattan Drycleaning and Laundry Company, Washington, D. C., operates 60 routes and occupies 6,000 square feet of floor space.

I love you, still! . . .

ature of 160-180° F. at discharge point of the condenser.

11) At this point the by-pass valve at the steam pressure regulator should be turned off, permitting the steam pressure regulator to take over. This is usually set somewhere between 35 and 45# steam pressure depending on the size and make of still.

To stop distillation

- 1) Turn off dirty solvent supply valve.
- 2) Continue to distill until no more solvent comes over. This will be evidenced by increased steam pressure.
- 3) Turn off vacuum pump. Turn off steam. Turn off water to condenser.
- 4) Open vacuum-breaker valve gradually. If one is not provided, open drain valve very slowly.
- 5) After still residue is removed, close drain valve and add just enough water to cover the coils of the cooker. Open steam line, for in this instance live steam can be used. Bring the water to a gentle boil. Turn off the steam and open the drain valve. (Only on rare occasions is it necessary to give a still a caustic treatment).
- 6) Leave vacuum-breaker valve, as well as drain valve, open to permit cooker to dry out. Keep valves in this position till the next distillation.

Water trouble in distillation

It is probable that water causes more trouble in distillation than any other factor. Sources of water are:

1) *The solvent itself*—water may be present either as free water or combined with the solvent and detergent used. If water is mixed with the solvent in the form of condensate, then pump the underground dirty tanks by bottom suction and discard. If dirty solvent tank is above ground, drain bottom of cone and discard (cf. step five on operation of the still).

Dissolved or bound water rarely exists in solvent in greater amounts than 0.4%. This slight amount will be absorbed by the rags of the rag can very easily—if they are changed regularly.

2) *Steam*—from leaky coils or tubes in the cooker condenses to form water. This can be detected by turning on steam through the coils or tubes with no solvent in the cooker. Then open the cooker drain valve. If water drips out, there is probably a leaky steam coil. However, there is a possibility also of a leaky live steam valve caus-

ing the trouble. Gaskets on the live steam valve and the drain valve should be replaced periodically just to preclude any possibility of this.

3) *The condenser*—leaky tubes of the condenser can also be a source of water. Turn on the condenser water supply valve and turn off the water valve at the discharge end of the condenser. Then by opening the drain plug or cap on the condenser solvent discharge assembly, we can note if water is leaking from the tubes into the condenser proper.

Another rough check would be to observe the solvent coming from the condenser to the rag can. If it is milky or cloudy, you can be reasonably sure that the water is from the solvent or from a leaky steam line or connection. However, if the distillate appears clear with crystal-like balls or beads present, you can guess the source is a leaky condenser.

Condenser discharge assembly

All vacuum stills have either a plug or a cap on the bottom of the condenser discharge assembly. It's there for a reason, yet I doubt whether one percent of the operators know why. When water comes over with the solvent in distillation, it tends to remain in the bottom of the condenser. This is because water is heavier than the solvent. This water accumulates until it reaches the top discharge port of the assembly. Then it is pulled over to the rag can. During this time the water has an excellent chance to rust the bottom of the condenser. Occasionally the plug or cap should be removed to drain out accumulated water.

Several operators take advantage of the plug to connect a garden hose at this point and backwash the whole condenser. The water flows up the condenser and down into the cooker. With the drain valve of the cooker open, the water is easily removed.

Backwashing will remove debris from the sides of the condenser, as well as the preheater. After backwashing is completed, disconnect the garden hose at its source and permit the condenser to drain. Remove the hose at the bottom of the discharge assembly, permitting the latter to dry out. In replacing the plug or cap, put a slight film of soft sealing compound on the threads. Then a perfect seal is obtained, and yet the plug will be easy to remove at a later date.

Troubles

1) *No steam*—Be sure the steam valve is open and clear. Check the pressure regulator valve for a defect. Check the steam trap.—Use a 60# steam trap on vacuum stills.

2) *No vacuum*—Be sure all valves that should be closed tight are in good working order. Check sight glass valves and their glass adapter for cracks or leaks. Be sure the drain valve is tight and in good working order. Be sure the drain valve is not scored and that its gasket is in good condition. Check the pump for proper vacuum by breaking the suction side connection and bushing down to adapt a vacuum gauge. Start the vacuum pump—you should be able to get 22 inches vacuum or better. If not, the pump may need a replacement.

3) *Solvent floods cooker* or insufficient solvent in cooker.—Assuming all lines are open and the lint trap is clean there is no reason why solvent shouldn't flow into the cooker and its level be maintained. Occasionally a bit of lint or other debris may plug up the solvent level valve, thereby either flooding or restricting the flow. Remove the two plugs—one on top and the other on the bottom—on the solvent level assembly. Pouring clean solvent through the top opening and collecting it on the bottom usually corrects this condition. Pouring solvent through this assembly may sometimes be necessary to clear out a lot of debris.

Sometimes the ball float can develop a pinhole and cause a malfunction. This can be replaced easily.

4) *Impure distillate* — Assuming steam pressure and vacuum are correct and no water is present, either from a steam leak or water in solvent, check the preheater. Through a leaky preheater dirty solvent can flow to the condenser without ever going to the cooker.

The economy of distillation was proven many years ago. The question today is the cost of soap that must be discarded. Each operator should analyze his own operation according to number of pounds cleaned in relation to total volume of charge solvent. He should determine an absolute minimum percentage of charged solvent that should be distilled weekly. A minimum of 25 percent would go a long way to improving the quality. □□

BULLETIN:

Independent tests prove Shell Sol 360 can cut tumbling time up to 50 per cent

Recently, an independent laboratory tested and evaluated Shell Sol 360.

At all temperatures studied, Shell Sol 360 evaporated from garments more rapidly than a conventional Stoddard solvent. Deodorizing time was significantly reduced without sacrificing safety.

Read how Shell Sol 360 can cut tumbling time and increase production in your plant.

THE EVAPORATION of solvent from garments is one of the costliest stages of dry cleaning.

Shell Research has met this problem with Shell Sol 360, a solvent that reduces the cost factor significantly. Shell Sol 360 conforms to Stoddard solvent specifications in all respects.

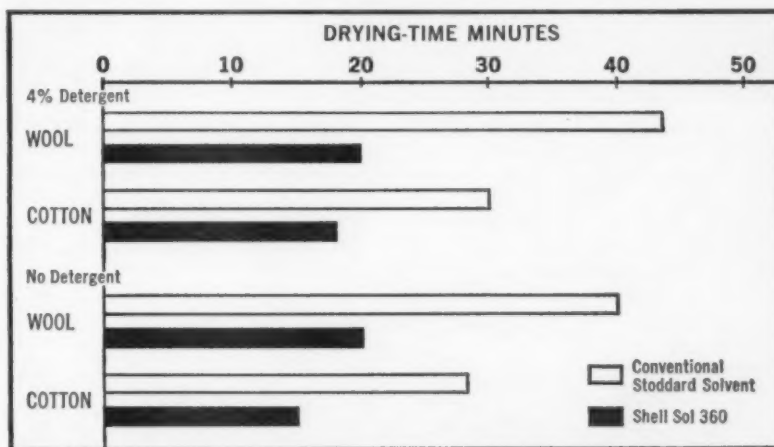
But because it has a narrow distillation range, Shell Sol 360 evaporates much more rapidly than ordinary Stoddard solvents.

This reduction offers major benefits to the dry-cleaning industry. Now, these benefits have been confirmed by an independent laboratory. Here are two significant results reported by the laboratory.

1. Shorter deodorizing time for Shell Sol 360. In a wool-load test to determine drying time by odor, a conventional Stoddard solvent with detergent was judged odorless after 43 minutes.

Shell Sol 360 was judged odorless after only 20 minutes (see chart) —less than half the time required by the conventional solvent.

2. Faster evaporation rate for Shell Sol 360. In a test using wool load with no detergent, odor of Shell Sol 360 could not be detected after 20



Graph shows typical results of tests to determine drying time by odor. Length of bar shows time at which loads were judged odor-free (temp. 140° F.). In every case, Shell Sol 360 has significantly faster drying rate than conventional Stoddard solvent.

minutes of tumbling at 140°F.—even though 2% by weight solvent remained in the fabric. This compared with 30 minutes tumbler time for conventional Stoddard solvent for same (2%) solvent retention. And an additional 10 minutes tumbling was required with the Stoddard solvent to make fabric odor-free.

NOTE: Shorter deodorizing time and faster evaporation mean reduced tumbling time. These independent authoritative tests indicate that Shell Sol 360 can cut your tumbling time up to 50 per cent.

Alternatively, you can maintain normal tumbling time and reduce operating temperatures.

Safety margin maintained

The faster tumbling time of Shell Sol 360 was achieved with the same degree of safety as found with conventional Stoddard solvents.

Shell Sol 360 can increase output wherever conventional hydrocarbon dry-cleaning fluids are used. No change

in operating procedures is necessary.

Shell Sol 36

In certain areas, Shell Sol 360 may not be available. For these areas, Shell has developed Shell Sol 36—a premium solvent offering the same basic advantages as Shell Sol 360.

Ask your Shell Industrial Products Representative for complete data on Shell Sol 360 and Shell Sol 36. Or write: Shell Oil Company, 50 West 50th Street, New York 20, N. Y.



A BULLETIN FROM SHELL
—where 1,997 scientists are working
to provide better products for industry

N.I.D. ACTIVITIES



Pennsylvania Day: August 14 was officially Pennsylvania Day at NID, and drycleaners from that state attended discussions and talks given by such notable members of the Institute's staff as Dr. Dorothy Lyle, Lou Kinum, Bob Graham, Bill Browne and Charles

Riggott. Also present was Phil Espil, Pennsylvania's new state association secretary. He is shown standing in the background of the photograph of the attending group which is seated in NID's general lecture hall at Silver Spring, Md., headquarters.

□ □



Six Complete Wool Finishing Course: A special two-week course conducted at NID in the theory and practice of finishing wool garments was completed by six students. The graduates are (left to right): Bert Frazier, One Hour Martinizing, Tupelo, Miss.;

Nick Borovac, Borovac Cleaners, Ravenna, Ohio; Elizabeth Edens, Wright Cleaners, Raleigh, N. C.; Dick Powell, Ajax Presses, Salt Lake City, Utah; Albert DiPasquale, Al's Cleaners, Easton, Pa.; and Joe Orzechowski, Jr., Night & Day Cleaners, Detroit.

□ □



Drycleaning Practices Course: NID's 12-week general course in drycleaning plant practices was completed in September by 18 students from 11 states and France. The graduates were: (front row, left to right) P. N. Plylar, Jr., Utopia Cleaners & Dyers, Birmingham, Ala.; Kent B. Harting, Priser's

Quality Cleaners, North Manchester, Ind.; Terry C. Joy, Joy's Cleaners & Dyers, Hobart, Ind.; Norman J. Gittlin, Camp Hill Cleaners, Camp Hill, Pa.; Ralph Aloï, Aloï's Clean-O-Matic, Jersey City, N. J.; John P. Karangelen, Quartermaster Laundry & Dry Cleaning Plant, Fort George G. Meade,

Md.; Raymond J. Adams, Ray the Tailor, Reading, Pa.; William C. Ogle, Ideal Cleaners, Valentine, Neb.

Also: (Center row) Raymond C. Lyons, Nu-Way Cleaners, Paintsville, Ky.; Philip G. Pitts, Greer Laundry & Drycleaners, Greer, S. C.; Mose Calhoun, Jr., Tillie's Dry Cleaners, Langdale, Ala.; Leon Cooper, Jr., Master Cleaners, Columbia, S. C.; Richard D. Reichardt, Reichardt Cleaners, Oak Park, Ill.; Kenneth J. Marklewitz, Cole's Laundry & Cleaners, Grand Rapids, Mich.; Delano Forte, Davis Cleaners, Roseboro, N. C.; (back row) Pier Luigi Re-Carpaneto, Grande de Blanchisserie de Pantin, Pantin (Seine), France; Ray Wesolowski II, Tip Top Cleaners, Jackson, Mich.; Harold Snyder, G. I. Bill (sponsored by General Valet Service), Fort George G. Meade, Md.

□ □

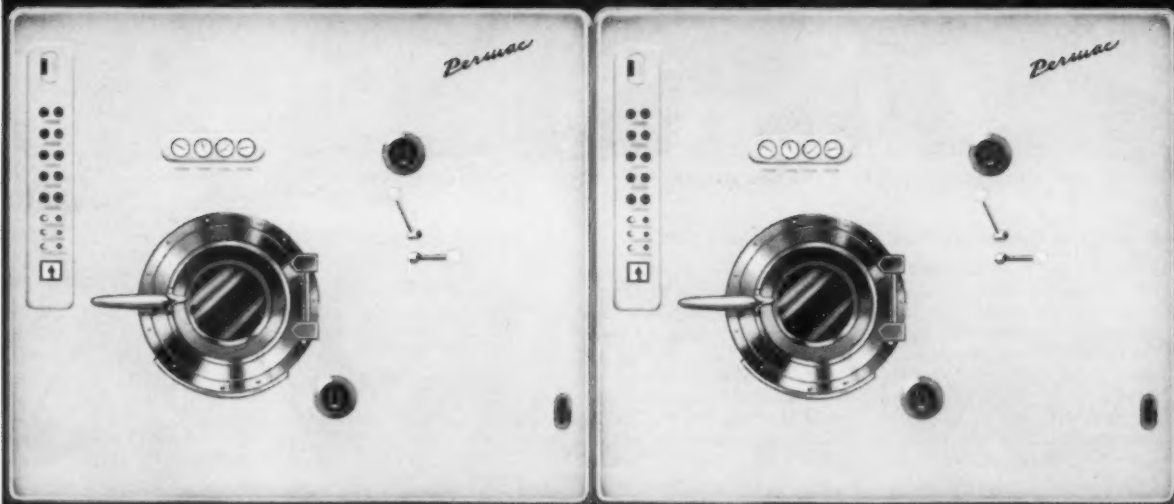
Special Silk Course: Seven students from six states completed a special two-week course given by NID in the theory and practice of finishing silk garments. It was the 29th such course given by the Institute. The graduates were: William H. Lucas, Hilker Bros., Raleigh, N. C.; Anthony C. Milner, Band Box Cleaners, Norwood, Ohio; Albert V. DiPasquale, Al's Cleaners, Easton, Pa.; Mrs. Dora M. Haskins, One Hour Martinizing, Greenfield, Mass.; Mrs. Elizabeth Edens, Wright Cleaning Co., Charlotte, N. C.; Joseph Orzechowski, Jr., Night & Day Cleaners, Detroit; and Bert L. Frazier, Tupelo One Hour Martinizing, Tupelo, Miss.

□ □

NID Bulletins: NID's Management bulletin 77, titled "Business Management—VIII," deals with setting up accounting methods for sales and distribution expense, particularly in the areas of route, store and advertising expenses. Fabrics-Fashions Bulletin 84 concerns the handling of Orlon knit dresses.

Selling Tips 20 discusses inter competition between drycleaning and other forms of business for the consumer dollar, and intra competition between drycleaners themselves. Sales Meeting Guide 20 is a more detailed analysis of the types of competition mentioned in ST20. Technical Bulletin 395 reports the results of tests made on most water repellents available to drycleaners.

Which one is the 1962 Permac?



Actually, it's impossible to tell last year's Permac from this year's — and for good reason. You see, when we designed the Permac, we incorporated so many advanced features, so many ahead-of-their-time innovations in one compact, completely self-contained unit that it became the perfect model. Not just for one year... but for years to come!

Naturally, we don't just sit around on our laurels... especially if we can incorporate any real improvement. For instance, this year we include a larger basket—as with all Permac features, years ahead of its time—and several other operational refinements.

American
PERMAC

But rest assured, if you already have a Permac, you're still way ahead of the procession—with the machine that continues to be the most advanced on the market. If you're thinking of buying a new drycleaning machine, count on Permac to keep you ahead, with the newest and best now... and for your future.

DEALER INQUIRIES ALSO INVITED

AMERICAN PERMAC, INC., 1569 Merrick Road, Merrick, N.Y.

AMERICAN PERMAC, INC. NC 11-61
1569 Merrick Rd., Merrick, L. I., N. Y.

Please rush me information on:

- ☐ The new '62 Permacs
☐ Permette II Coin-Op

Name _____

Store Name _____

Address _____

City _____ Zone _____ State _____

NEWS *from the allied trades*



DR. L. M. WISE



MILTON EHRENRICH



CHARLES J. ANGERS



EDWARD L. GIEGER

Wise Forms Consulting Firm

Dr. L. M. Wise has formed the consulting firm of L. M. Wise Associates. He will offer garment and solvent analysis for the full-service and coin-op dry-cleaner, as well as consulting services to the allied trades and the textile industry. Dr. Wise was director of research for a large drycleaning products firm, and previous to that he was in charge of research on textile finishes for another firm. His office is at 1013 Pelican Drive, Cincinnati 31, Ohio.

Detrex Enters Coin-Op Market

Detrex Chemical Industries, Inc., has announced its full-scale entry into the coin-op drycleaning market. This follows an elaborate field-testing program that has had outstanding results, according to A. O. Thalacker, president.

He stated that the initial costs of the new coin-op units are competitive, and operating costs are claimed to be far less, due to a new solvent clarification system. Tests are said to have indicated that cleaning and drying time will be cut in half by the new Detrex units.

Mr. Thalacker said his firm has standing orders for several hundred units and expects an immediate demand for many hundreds more. Detrex anticipates that the new coin-ops will add substantial volume to its drycleaning division in 1962, with its chemical sales proportionately increased. Sales will be made to professional dry-cleaners and established coin-laundry operators.

Ehrenreich Joins SerCo

Back to the Washington, D. C., area is Milton H. Ehrenreich, who recently was appointed general sales manager for SerCo Inc., drycleaning and laundry machinery jobbers in Wheaton, Maryland. Other officers of the firm are William A. Cockley, president, Robert E. Garner, vice-president, Thomas M. Bright, service manager.

This eleven-year old firm is credited with signing the large order for ten complete package and coin-op plants recently ordered by Giant Foods, Inc.

"Uncle Milty" is on familiar ground, having served in the machinery field around Washington for several years.

Fulton Boiler in African Exhibit

When the U. S. Industries Exhibition opens in Accra, Ghana, West Africa, on November 24, a 15-hp. Fulton boiler will be supplying the steam to a model operating drycleaning and laundry plant. The boiler is manufactured by the Fulton Boiler Works, Inc. The exhibit is sponsored by the U. S. Department of Commerce.

Martin Promotion

As a service to its franchised customers, Martin Equipment Sales sponsored a full-page, two-color advertisement in the August 15 issue of *Look* magazine. A promotional kit designed to facilitate tie-ins with the advertisement, was sent to each franchisee just prior to the publication date of that issue.



CHARLES HIRSCH



TED LAWRENCE



ED LISCHNER

a laundry and drycleaning route salesman, manager of four large drycleaning plants, and has also owned and operated his own plant. Ed Lischner, who will cover the Pittsburgh and western Pennsylvania area, has had many years of experience in all phases of the drycleaning business. Charles Hirsch, assigned to the Brooklyn, N. Y., area; Charles J. Angers in the western half of North Carolina; and Edward L. Gieger in Mississippi, all have many years of experience in all phases of the industry.

Adco Appoints Salesmen

Adco, Inc., has announced the appointment of five new sales representatives.

Ted Lawrance, assigned to the southern Illinois area, is a graduate of both the general and management courses of NID. He has had experience as

Risdon Acquires Key-Tag

The Risdon Manufacturing Co. has purchased the Key-Tag Checking System Co. The company will become the Key-Tag Division of Risdon, and its products will be manufactured in and shipped from the Risdon Wire Goods plant at Waterbury, Conn. Headquarters for the



Harry Griffiths, Pahnke Cleaners,
Chicago Heights, Illinois, reports:

\$3600

EXTRA INCOME

FROM REGULAR CUSTOMERS

"The nicest thing about Water Repellent service is that you can get the EXTRA income without handling extra garments."

Counter girls and Routemen find it easy to sell this profitable EXTRA-CHARGE service with Street's dramatic demonstration kit. Order yours today and get your share of the extra profits that REP-100 Water Repellent service brings.



FREE!

Counter demonstration kit and
powerful sales tools FREE
with each 6-gals. REP-100



R. R. STREET & CO. INC.

561 W. Monroe St., Chicago 6, U.S.A.

The RUSH is ON! MEET IT! BEAT IT! TURN ALTERATIONS INTO PROFITS

With **U. S. Model
718-2**
Blind Stitch Machine

Built especially for Dry Cleaners

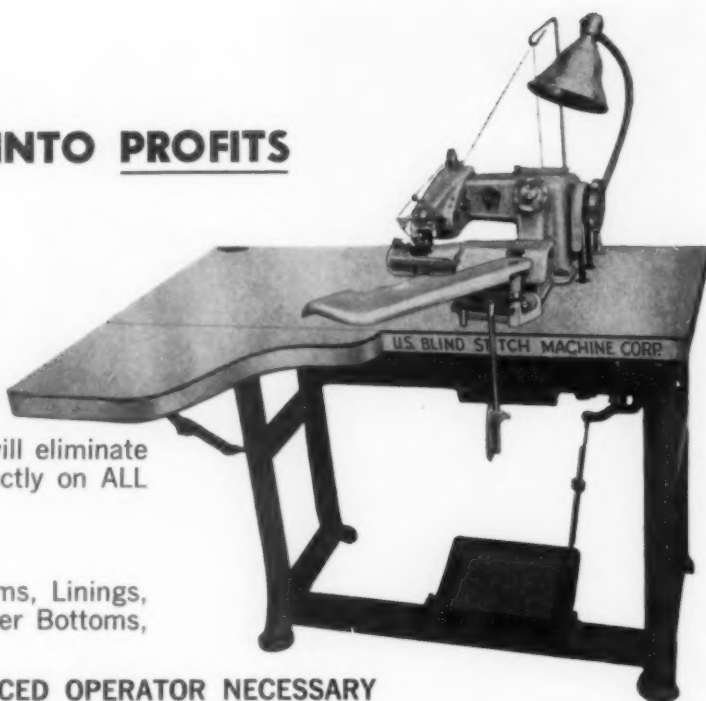
This versatile blind stitch machine will eliminate peak-season backlog. It works perfectly on ALL materials . . . wool, synthetics, silks.

It cuts down labor costs—

builds up customer good-will.

HEMS—Dresses, Skirts, Coat Bottoms, Linings, Cuffs, Slacks, Shorts, Trouser Bottoms, Draperies, etc.

NO EXPERIENCED OPERATOR NECESSARY



U. S. BLIND STITCH MACHINE CORP.

231 West 29th Street, New York 1, N. Y.

Lackawanna 4-9144-5-6

division will be located at Risdon's main office in Naugatuck, Conn.



NELSON C. COOPER

Cooper Retires at DuPont

The man who introduced Perclene to the drycleaning industry in 1934, to replace carbon tet and trichlorethylene as synthetic solvents, has retired from the scene. Nelson C. Cooper officially retired September 9 at a dinner in his honor, held at the DuPont Country Club in Wilmington, Delaware.

Canadian by birth, Mr.

Cooper joined the Roessler & Hasslacher Company in 1930, continued with DuPont when R&H became a department of DuPont a year later. A familiar figure at cleaning conventions and clinics, Cooper has a lot of friends and acquaintances, who trust they'll still see him around once in a while.

Shugart Relocates Home Office

The Shugart Corp., distributor of coin-op laundry and drycleaning equipment, has moved its home office from Jacksonville, N. C., to 1818 Oberlin Rd., Raleigh, N. C. The move was necessitated by the need for greater transportation facilities and a more centrally located site of operation. The firm is operating currently in 20 Eastern and Southeastern states.

It was also announced that J. Yates Parker has been appointed general manager. He was formerly vice-president and sales manager for another distributor. It was further revealed that V. J. Burtnett, national sales manager for Shugart, will also transfer to Raleigh.

Philco Plans Self-Service Chain

The Philco Corporation is planning to establish nationally a chain of Philco-Bendix "Sunshine Centers" within the next five years. It was announced that the franchises will be sold as a complete package, including the building, the products and the promotion. The centers will have coin-op drycleaning machines in addition to washers and dryers.

Carbon Towers Now 2,000

There are now 2,000 users of BCP and the carbon tower, according to John R. Young, vice-president of The Davies-Young Soap Company. He notes this process eliminates slurring, filter-cake, retention losses.

Mr. Young also announced that McKague Chemical Co., Ltd., Toronto, handles this Davies-Young equipment in Canada.

Caled Appoints Reps

Two new sales representatives have been appointed by Caled Products Co., Inc. Keith Clark of Muskegon, Mich., will

cover the western Michigan and northern Indiana territory, while John McMahon of Pittsburgh, Pa., will represent the firm in western Pennsylvania, southern Ohio and western West Virginia.



GEORGE SCHLEMMON

Wichita Names Schlemmon

The Wichita Precision Tool Co. has named George Schlemmon sales-service representative in West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Mississippi, Alabama and Louisiana. He will reside

in Atlanta, Ga. Mr. Schlemmon has long been associated with the drycleaning and laundry industry, having operated his own plant, and representing other firms.

Stovall Opens Chicago Office

Stovall and Associates, Inc., has opened a Chicago district office, which will be headed by Steve Massari, regional manager. It is located at 6934 Indianapolis Blvd., Hammond, Ind.

The firm will offer warehousing facilities for immediate delivery from its new district office.



MAX KOWITT



JULES ALEXANDRE



BILL RATNER

Almore in Dyeing Article

Almore Dye House, Inc., was selected to illustrate the work performed by the dyeing industry in an article appearing in a recent issue of Rohm & Haas' company publication. The chemical firm's *Reporter* is widely circulated in the textile field. The article, "Refurbishing With Color," also mentioned the work of all member plants of the Garment Dyers Guild of America in cooperating in a continuous research program to improve methods of dyeing.

Vamco Executives Are Announced

Vamco, otherwise known as the Vending Appliance Manufacturing Corp., announces that Max Kowitt is president; Jules Alexandre is vice-president and director of merchandising; and Bill Ratner is director of services.

Mr. Kowitt, president of Vamco and its predecessor companies for the past five years, has been actively engaged in the distribution of self-service coin-op laundry and cleaning equipment since 1945. He has

acted as national sales manager in charge of distribution for nationally known brands of commercial washers, as well as being responsible for the distribution of a wide variety of products exclusively to the coin-op industry.

Mr. Alexandre has been engaged in the sale of commercial laundry and air-conditioning equipment for the past 25 years, while Mr. Ratner has sold and serviced coin-laundry equipment over the last 15 years.

Dixo Adds Distributor

The Dixo Company, Inc., Rochelle Park, N. J., has announced the appointment of Surface Research Co., Wethersfield, Conn., as its distributor for Connecticut. The firm will carry the full Dixo line of chemicals for drycleaners, including X-L Charge, E-Z-Duz-It, Repelox, Siz-A-Tize, Ply-O-Fab, P. M. D. and others. Technical service by the Dixo engineering staff will also be available.

Continued on page 86

"SIMPLICITY ITSELF"

That's what plant owners everywhere report on their experience with the operation and maintenance of COLUMBIA Horizontal Return Tubular type packaged boilers. There's good reason.

*Delivered fully equipped and ready for action, COLUMBIA rugged construction and simplicity of design are immediately apparent. Provision for easy cleaning and inspection, standardized parts and conventional accessories . . . with the elimination of all need for service specialists . . . saves valuable time, eliminates service costs.

COLUMBIA

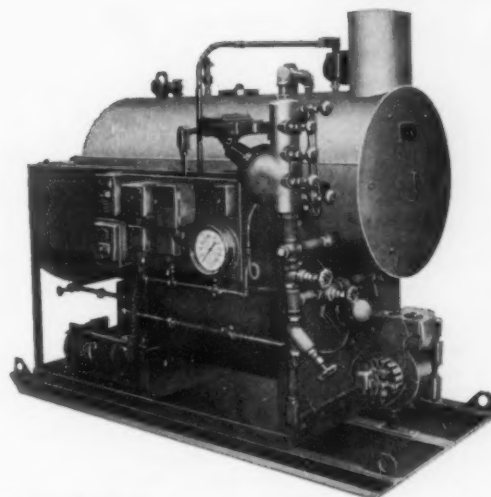
HRT* fully packaged boilers produce more steam per dollar invested, more steam per dollar spent for fuel.

Descriptive booklet and full information on request.

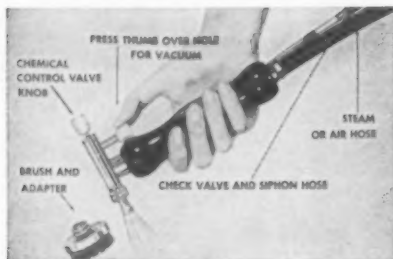
Write Dept. N-111

COLUMBIA BOILER CO. of POTTSTOWN

Pottstown, Penna.



*Horizontal Return Tubular type, suitable for firing by gas, light or heavy oil . . . or interchangeably by gas or oil, 2 to 100 hp.



NEW STANDARD SPRAY SPOTTING GUN With Chemical Control Valve

Designed for both pre-spotting and spray spotting, this new moisture control gun operates on air or steam. Adaptable to any spotting board. Pre-heats spotting solution for double cleaning power. Use for regular spotting or as a pre-spotter. Ideal for sizing and water proofing.

Only \$13.95

Adapter and Brush\$2.25
Replacement Brush 1 3/4" x 5/16" ...\$1.70

Expansion CAR RACK

Only \$6.95

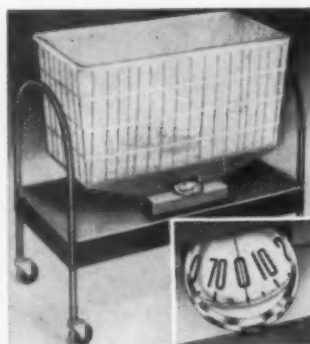


Full 6" expansion to fit any car width. No springs to weaken or break. Supports any normal load. Protects upholstery. Ideal for automobile vacation trips... saves pressing, pays for itself.

NEW FLOOR MODEL DELUXE BAGGER

For the first time—a bagger with stainless steel ball bearing lock—no washer to wear out. Eight ball bearings encircle and stoutly grip red to prevent slippage or wear—Release is by foot pressure. Long life—trouble free.

Only \$16.95



NEW IMPROVED STANDARD SCALE BASKET

16" x 18" x 33" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. New, large weight figures on 3 1/2" dial. Easy to read from standing position.

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Replacement Liner
\$4.95

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Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown

\$45.00

With stand add\$16.50

Scale alone\$22.50

Basket alone\$24.00



Send for 1961 Catalog.

**Sold by Drycleaning & Laundry Jobbers
Throughout the World.**

NEWHOUSE SPECIALTY CO. INC., 3827 San Fernando Road, Glendale 4, Calif.

Continued from page 85



SIDNEY BODELL



DAVID MINDICH

New Appointments at Pinnacle

Pinnacle Products Corporation has appointed Sidney Bodell vice-president. Associated with the firm since 1959, Mr. Bodell is a veteran of 25 years experience in the industry, and has had experience in almost every phase.

Pinnacle also appointed David Mindich regional sales manager of New York, New Jersey and Connecticut. Mr. Mindich has been associated with Pinnacle since 1953 as a salesman. He has had a wealth of experience in the industry, coming from a family that has

been connected with the drycleaning and laundry fields for three generations.

Standard Gains Contract

Standard, Inc., producers of the Twin-ette coin-operated drycleaning machine, has announced the signing of a manufacturing contract for \$2,875,000 with Custommade Products, Conway, Arkansas, a division of the Universal Match Co. Production on this contract began in October 1961.

New products and literature

Continued from page 4

also prevents underdrying, regardless of the different types of fabrics in the load.

The steam injection unit, said to decrease recovery time by 15 to 30 percent, allows light and dark items to be mixed in the same load without lint transfer. The control is shipped fully equipped and wired and can be easily installed.

For more information: Piazza Engineering Co., 4140 N. Kedzie Ave., Chicago, Ill.

is available, free of charge, to drycleaners with the purchase of a minimum of a 30-gallon drum of Opalite-100, Stamford Chemical's Water-White Drycleaning Charge Soap.

The display includes a fluorescent black-light, Opalite flask assembly, opalescent counter panel and professional drycleaning window panel. The campaign is designed to encourage drycleaners to merchandise their "professionalism."

For further information: Stamford Chemical Industries, Inc., Jefferson and Meadow Sts., Stamford, Conn.



Counter Display Kit

A black-light electrical counter display featuring an "Inspected and Quality-Controlled Professional Drycleaner" theme

Dry-Side Water Repellent

Chek-Dry is a new dry-side water repellent especially designed for one-bath, no-rinse charge systems. Indicative of its economy in use, according to the manufacturer, it is mixed on a ratio of one part to 15 parts of Stoddard solvent or perchlorethylene. It is said to produce 100 percent water repellency, with no staining of white fabrics.

For more information: Caled Products Co., Brentwood, Md.



Anscott Solvent Additive

Anscott Imperial 1040 is a new additive which, according to the manufacturer, balances volatile effects of various new

fast-drying coin-op solvents. In addition to balancing solvents without impairing their fast dry value, it is said, the new additive eliminates lint transfer and wrinkling and imparts an excellent "hand" to the fabric, when used according to stated recommendations. It is said to also reduce sweet stains and spots.

For more information: Anscott Dry Cleaning Products, Inc., Industrial West, Clifton, N. J.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.

PEOPLE AND PLACES

southwest

Howard Kearns and Joe Haliday have taken over operation of Castroville (Calif.) Cleaners on Merritt St. Mr. Kearns formerly operated Moss Landing Cleaners.

Mr. and Mrs. Paul Kemp have purchased City Cleaning Works, Williams, Calif. Mrs. Kemp had been an employee at the plant for the past seven years.

Mr. and Mrs. Jack Ladd have purchased Oceanside (Calif.) Cleaners, at Palmetto and Paloma, from Mr. and Mrs. Lloyd Sitts and Mrs. Ethel Sitts.

Mr. and Mrs. Leo Udcovsky have opened a drycleaning establishment at 6371 Telegraph Ave., Oakland, Calif., former location of Walt's Cleaners.

Richard K. Newman, Jr., general manager of Sparkle Cleaners, Launderers, Furriers, Bakersfield, Calif., has announced the acquisition of Owl Cleaners, Inc., Fresno, which will be incorporated under the name of Fabric Care Services. Owl Cleaners was purchased from James C. Freeman. Mr. Newman will be president of Fabric Care Services, Mr. Freeman, vice-president, and William L. Woods, Jr., secretary-treasurer.

Wesley Doi has taken over operation of Master Cleaners, 1568 Union St., San Francisco, Calif.

A grand opening was held recently at Pioneer Allen Cleaners, 636 F St., Wasco, Calif.

Dunrite Cleaners was among the firms to be opened recently in the new Bur-Whit Shopping Center, Burbank Blvd. and Whitsett Ave., North Hollywood, Calif.

northwest

Mr. and Mrs. Richard Cline, with Orville Bergland as partner, are the new owners of Burke's Cleaners, 621 N. W. Canyon Rd., Beaverton, Ore. The Clines had previously operated the firm from 1946 until 1953 as Ideal Cleaners.

Culbertson (Mont.) Dry Cleaners, under the management of Pete and Elsie Hauck, has been moved from the Bonebright Bldg. into newly constructed quarters.

Townsend Cleaners, Eugene, Ore., has built a new addition to its establishment, which doubles its floor space.

Wardrobe Cleaners, Marshfield, Ore., has opened a pickup station in the new Pony Village Shopping Center in North Bend.

Harold Stovall has purchased the interest of Jim Walker in Bay Cleaners, North Bend, Ore.

One Hour Martinizing Cleaners has been established at

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FIX-UP!
SELF SERVICE!
COIN-OP!
COMPETITION!
NEW LOOK!
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WILL HELP YOU
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NEW LOOK
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11	12	13	14	15	16	17	18	19	20

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GETS TOO HOT!
COSTS TOO MUCH MONEY!**

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REGULATING VALVE WILL SOLVE
THAT PROBLEM...**

by keeping water at exactly
the right temperature

AUTOMATICALLY

... Under \$50 Complete

Eliminates need for constant checking—
once the control is set it maintains a
constant water temperature within 3
degrees.

Supplies only the exact amount of
water required for a specific use.
Adjustable from 60 to 120 degrees.

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1222 E. 65th, Seattle, Wash.,
by Arnold Saltvick.

Seamster's Cleaners, Salem,
Ore., has been sold to E. C.
Kennedy. Mr. Seamster is
keeping his call office on 17th
St., which he will operate as
a press shop.

Cook's Cleaners, Beaverton,
Ore., has remodeled its office
and has installed shirt-finishing
equipment.

Mr. and Mrs. Dale Flick are
the new owners of DeLux
Cleaners, Lincoln, Neb.

Leonard Geesen has revamped
his drycleaning establishment
in Seward, Neb., to a one-
floor operation, and converted
his second floor into a storage
area.

Glen Bullock held an open
house recently in his new dry-
cleaning establishment in Goth-
enburgh, Neb. Mr. Bullock's
previous plant was located on
the same block, but in a build-
ing which is now being razed.

Dewane Lohmeyer is the new
owner of Jiggs Cleaners, Bea-
trice, Neb.

One Hour Martinizing Clean-
ers has been opened at 697
Wallace Rd., Salem, Ore., by
W. E. Syron.

John Duncan has established
Towne Cleaners in a new
building at 1701 S. Tacoma
Ave., Tacoma, Wash.

north central

Lamblin's Paris Dry Cleaners,
owned by Wendell Lamblin,
221 E. Nobleman St., Cen-
tral, Ill., recently observed
its 50th year in business.

William Davis, former owner
of United Cleaners, at Euclid
and Easton, St. Louis, Mo.,
from 1930 to 1957, is now the
owner of Bill Davis One-Hour
Hand-Kraft Cleaners, 1006 Mc-
Causland.

Northside Cleaners, 1016 N. E.
Adams St., Peoria, Ill., was
damaged by fire recently.

One Hour Martinizing Clean-
ers has been opened at 15 W.
Spring St., Chippewa Falls,
Wis., by Harry Adleman.

Velvetone Cleaners recently
celebrated the grand opening
of its tenth location, a drive-in
at 8220 S. Kedzie, Chicago, Ill.

Two units have been added to
the chain of D. O. Summers,
drycleaning and laundry estab-

lishment of Cleveland, Ohio.
The new stores, which bring
the number to 59, are in the
Village Square Shopping Cen-
ter, Woodmere, and in the
Paratown Shopping Center,
Parma.

Seno & Sons has opened a
newly constructed plant on
25th Ave. adjoining Congress
Expressway, Bellwood, Ill.,
which specializes in processing
men's formal wear.

Reehorst Cleaners, 19441 De-
troit Rd., Rocky River, Ohio,
owned by Owen and Newton
Reehorst, recently celebrated
the opening of its new addi-
tion.

One Hour Martinizing Clean-
ers has been opened at 3905
Western Ave., South Bend,
Ind., by George R. Carpenter.

Lake City Cleaners, 4651 Ked-
zie, Chicago, Ill., owned by
Norman Bockner, recently ce-
lebrated its 27th year in busi-
ness.

Cello Cleaners and Shirt Laun-
dry has been moved from
South Bend, Ind., to 607 Roose-
velt Rd., Walkerton. The firm
will continue to operate a store
at 1212 N. Bendix. Dr. Cliff
Riednour, owner, is a graduate
of the NID.

Mr. and Mrs. Harry Jaffe and
Mrs. Mildred Janowitz recently
opened RenLon Cleaners, 8232
N. Lincoln, Skokie, Ill.

A grand opening was cele-
brated recently at Trim Clean-
ers, located in the West Aurora
Plaza Shopping Center, 2101
Galena Blvd., Aurora, Ill.

Ted Woods of Woods Clean-
ers, Maple and Crosby, Akron,
Ohio, has purchased Universal
Cleaners on Portage Path, from
Elmer Gaum.

Swan Cleaners, Columbus,
Ohio, has announced the open-
ing of a new unit at 255 S.
High.

David Edmondson has estab-
lished One Hour Martinizing
Cleaners in the Edgewood
Plaza on Route 32, Anderson,
Ind.

northeast

Arrow Cleaners has been moved
to larger quarters on Main St.,
Newington, Conn., by Mr. and
Mrs. Edward Magarian.

Ludwig Cleaners has leased
space in the newly constructed
New England Shopping Cen-
ter on Route 1, Saugus, Mass.

ADD-A-SERVICE!

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**Carpet and Upholstery
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3. Mapped surface

under 46"	\$29.75
over 46"	\$38.75
mushroom	\$21.75
from your jobber	

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L. BEHRSTOCK CO.
1708 S. STATE ST. CHICAGO 16, ILL.
WITH BUILT-IN STEAM FILTER

Samuel Rudolph, owner of Quality Cleaners at the Newtown (Conn.) Shopping Center, has announced the installation of new drycleaning equipment.

B. J. Denihan, Inc., drycleaning concern, New York, N. Y., has announced plans for converting property at 503-05 and 507-09 E. 75th St. into a single building for its occupancy.

Burdette Cleaners on Thomas Ave., Waterbury, Conn., has been expanded to give complete and more efficient service to its customers. Angelo and Frank Bergamo and Myles Tata operate the firm.

An official opening was held recently at DiSanto Cleaners, 414 Oak Lane Rd., Philadelphia, Pa.

A special sale marked the opening of One Hour Martinizing Cleaners in the newly constructed shopping center at Swede Square, Norristown, Pa.

southeast

Souvenirs and refreshments marked the grand opening celebration at City Drive-In Cleaners, North Centre and Valley Sts., Cumberland, Md. The firm is a division of South

End Cleaners and is operated by D. Indolfi.

An official opening was held recently at Phillips Dry Cleaning and Laundry, De Queen, Ark., by Mr. and Mrs. Bill Phillips.

One Hour Martinizing Cleaners was opened recently at the Westover Shopping Center, West Blvd. and Remount Rd., Charlotte, N. C., by Ben R. Fless.

New drycleaning equipment has been installed at Quick-As-A-Wink, 323 W. Harrison Salisbury, N. C., according to Claude Hunt, Jr., and Emerson Faggart, who recently purchased the drycleaning operation from Bill and John Kirchin. The new owners also operate Star Laundry and Cleaners.

Mitchell Cleaners, 516 E. Third St., Owensboro, Ky., held an open house recently to celebrate the opening of its new and expanded plant. The firm, owned by John Mitchell, was previously quartered in an adjoining building.

Jimmy's Dry Cleaners, 20th Pl. and Commerce Ave., Vero Beach, Fla., has been purchased by W. T. Warren, Jr.,

from James M. Reams. Mr. Warren also owns Warren's Laundry-Cleaners, Inc.

Modern Cleaners, Eighth St. and Church Ave., Dade City, Fla., has been purchased by John Paul Stanley from J. W. Barco. The sale also involves the former Pasco Cleaners on Lock St. and a drycleaning establishment in Bushnell.

One Hour Martinizing Cleaners has been opened at the University Shopping Center, Jonesboro, Ark., by Francis G. West.

Canada

Alex Chong of DeLuxe Cleaners, Forest Lawn, Alta., has announced the addition of a shirt laundry.

Construction has started on a new plant for Cotty's Cleaners at Berczy and Dunlop St., E., Barrie, Ont.

South Side Cleaners Ltd., Edmonton, Alta., which recently celebrated its tenth anniversary, has branched out and opened a drive-in at 11045 124th St. Henry Todd is the owner.

Clarence Fredrick and Andrew Eidse have announced plans to open a drycleaning plant on Main St. and Second Ave., N. E., Altona, Man. Mr. Eidse operates a similar plant in Morris.

A building permit has been granted Morris Justein and Robert Kizell for construction of a drycleaning concern on Lakeshore Dr., North Bay, Ont.

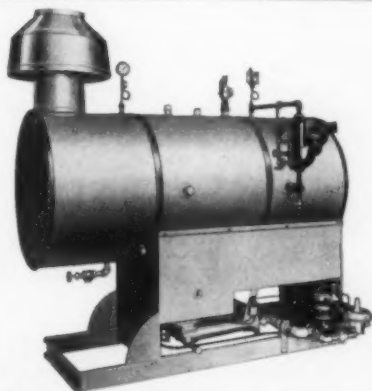
Daniels Cleaners, Humboldt, Sask., is constructing an addition, which will include space for a storage vault.

Neville Park Cleaners, 2380 Kingston Rd., Toronto, Ont., has opened its fifth unit at 2131 Queen St., E.

Merritt (B.C.) Cleaners recently celebrated the grand opening of its new premises at Quilchena Ave. Mr. and Mrs. George Seifert are the owners.

Diamond Cleaners has been established in Pincher Creek, Alta., by William I. Diamond.

The appointment of Dr. Robert C. Blain as director of personnel for Vail's, drycleaning and laundry concern in Ottawa, Ont., has been announced by W. E. Burke, president.



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

OIL BOILERS

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Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

Specializing in boilers for the garment and cleaning trades since 1916.

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

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OBITUARIES

Bernard Bloom, 65, owner of a drycleaning establishment in Chicago, Illinois, died in a hospital recently following a heart attack. Mr. Bloom is survived by his wife, daughter and son.

Sarah Ryder Cooley, 92, mother of Warren K. Cooley, president of Caled Products Company, Inc., Brentwood, Maryland, died October 11 in Salisbury. She was moved to Providence, Rhode Island, for interment beside her husband, who died 30 years ago. Surviving, besides Warren, is another son, Clifton A., as well as many grandchildren and great grandchildren.

C. Wayne Cox, 68, operator of Cox Dry Cleaning Company, Charleston, South Carolina, died recently. Mr. Cox had been in the drycleaning industry for more than 40 years. He founded United Laundry and Dry Cleaners, which he operated until about 1930. Surviving are two brothers.

Halsey Eggleston, 60, former owner of a drycleaning establishment in Tecumseh, Michigan, died recently. A native of Tecumseh, Mr. Eggleston had been living in Bowling Green, Ohio, for the last five years. His son, Jerry, has been operating the drycleaning firm. Surviving are his wife, daughter and another son.

Alvin Garner, 47, owner of Garner's Cleaners, Darlington, South Carolina, was fatally injured while using an electric drill. Faulty wiring in the drill was blamed. Efforts of the Darlington Rescue Squad, which was summoned immediately, failed to resuscitate him. Survivors include his mother, who operated the firm with him.

R. F. Hunt, sales and service representative, Bulk Soap Sales Department, Procter & Gamble Distributing Company, died at Pensacola, Florida, recently. Mr. Hunt served the company in Memphis, New Orleans, Cincinnati, and most recently in St. Louis. He is survived by a son and daughter.

James Matheson, 97, retired vice-president of North Side Cleaners, Chicago, Illinois, died at his home recently. Mr. Matheson retired from the firm eight years ago. He is survived by two daughters.

John Schuller, 67, operator of Fennimore (Wisconsin) Dry Cleaners, died at his home after a long period of ill health. Surviving are his wife, three daughters and six sons.

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WEIGHS BUT 3½ LBS.
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CLEANS — BLOWS — SPRAYS — MOTH-PROOFS
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annual CONVENTIONS

- November 4 and 5—Ohio Drycleaners Association, Nationwide Inn, Columbus.
- November 10, 11 and 12—Cleansing Plant Owners of Massachusetts, Inc., Schine Inn, Chicopee.
- November 10, 11 and 12—Oregon State Drycleaners Association, Multnomah Hotel, Portland.
- November 10, 11 and 12—Pennsylvania Association of Dyers and Cleaners, Sheraton Hotel, Philadelphia.
- November 17, 18 and 19—Illinois State Drycleaners Association, Hotel Sherman, Chicago.
- November 17, 18 and 19—Southern Distributors Council, Richmond Arena, Richmond, Virginia.
- December 1, 2 and 3—Michigan Institute of Drycleaning, Inc., Detroit-Leland Hotel, Detroit.
- December 2 and 3—Wisconsin & Upper Michigan Drycleaning Institute, Inc., Pfister Hotel, Milwaukee.

1962

- January 13, 14, 15 and 16—National Institute of Rug Cleaning, Inc., Queen Elizabeth Hotel, Montreal, Quebec, Canada. With exhibit.
- January 20 and 21—Minnesota Institute of Laundering and Cleaning, Hotel St. Paul, St. Paul.
- January 21 and 22—Oklahoma Association of Drycleaners, Biltmore Hotel and Municipal Auditorium, Oklahoma City. With exhibit.
- January 26, 27 and 28—Louisiana Laundry and Cleaners Association, Captain Shreve Hotel, Shreveport.
- February 10—New Jersey Laundry and Cleaning Institute, Essex House, Newark.
- March 20, 21 and 22—National Institute of Drycleaning, Palmer House, Chicago, Illinois.
- March 21, 22, 23, 24 and 25—American Institute of Laundering, Sheraton-Chicago Hotel and McCormick Place, Chicago, Illinois. With exhibit.

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Gray	Violet	Pink	Light Green	Medium Blue
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THE DRYCLEANER'S GUIDE TO SHIRT LAUNDERING

- How and When to get started • How to equip
- How to hire and train • How to produce
- How to inspect and package for repeat business

Only \$1 per copy. Send your order now for a step by step guide on how to get in shirt laundering now ... successfully.

THE NATIONAL CLEANER
466 Lexington Avenue, New York 17, N. Y.

NATIONAL MARKET PLACE

Where buyers and sellers meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat). Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word each subsequent, consecutive insertion for same ad. Advertisement set in capitals or bold face type 10¢ a word, first insertion; 8¢ a word for subsequent, consecutive insertion. Minimum charge—\$1.00 (new or repeat).

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to The National Cleaner, 466 Lexington Avenue, New York 17, N. Y.

CLEANING PLANTS FOR SALE

Top-quality solvent plant in excellent condition. Doing \$70,000 plus annually over counter. One location since 1925. Give good lease. Price \$60,000, with one-quarter cash. Ideal Cleaners, 300 East Arrow Highway, Upland, California. 9476-2

LAS VEGAS, NEVADA, CLEANERS AND LAUNDRY—CLOTHING AND FUR STORAGE, IDEAL CORNER. AMPLE PARKING—80% CASH-AND-CARRY. BUILDING AND EQUIPMENT LESS THAN 4 YEARS OLD. RENT 18½ CENTS PER SQUARE FOOT FOR 4800 SQUARE FEET. 1940 VOLKSWAGEN TRUCK, RADIO-EQUIPPED. NO INDEBTEDNESS. \$75,000 FULL PRICE—INCLUDES \$4,000 INVENTORY AND SUPPLIES. LOW DOWN PAYMENT, BALANCE IN LONG LEASE. OWNER WISHES TO RETIRE. ADDRESS: Box 9524, THE NATIONAL CLEANER. -2

NORTHWESTERN ILLINOIS: Well-equipped solvent plant, established 29 years. Gross \$40,000. Block building, excellent location. \$20,000 includes inventory. \$10,000 down, terms on balance. Long lease or will sell building. ADDRESS: Box 9534, THE NATIONAL CLEANER. -2

FLORIDA, ORLANDO AREA—fastest growing in U. S. A.—modern fully-equipped solvent drive-in plant—heart attack necessitates selling—property may be bought or leased. ADDRESS: Box 9491, THE NATIONAL CLEANER. -2

For sale: Plant, store and large drive-in area for parking, plus two excellent pick-up stores. Good lease at low rent. A real opportunity to get in a growing business. Price \$24,000—one-third down. Contact Wholesale Cleaners, 1607 Las Vegas Blvd, No., No. Las Vegas, Nevada. 9541-2

Well equipped solvent plant in fast growing Texas town. Business established in a good location. \$12,000. Some terms. ADDRESS: Box 9542, THE NATIONAL CLEANER. -2

Solvent plant grossing \$25,000 to \$30,000 yearly, two story brick building, block plant in rear. Washer & filter, still, 2—tumblers, 3—presses, puffs, Cissell coat form & etc. Southern Indiana town of 12,000. Best buy in the country. Reason for selling—retiring. Complete price \$18,000. ADDRESS: Box 9548, THE NATIONAL CLEANER. -2

A beautiful Wisconsin plant city of 6,000. Averaging \$180 weekly for 15 years. 140° F Hoffman equipment below cost. \$6,000 down, terms on balance. Good lease, rent \$150. Prices \$1.75 for suit. ADDRESS: Box 9558, THE NATIONAL CLEANER. -2

Largest solvent plant in city of 25,000 in eastern Penna. 2 stores, 1 route and 1940 truck. The only shirt laundry in town and cold storage vault in 30 miles. Will sell with or without real estate. \$16,000 for equipment and business with long lease. Can finance. Reason for selling have other interest. ADDRESS: Box 9551, THE NATIONAL CLEANER. -2

Modern synthetic plant for sale. Grossing better than \$15,000 yearly. \$6,000 with \$1,000 down. Terms by November 15. Ideal climate. ADDRESS: Box 9554, THE NATIONAL CLEANER. -2

SOUTH-CENTRAL ILLINOIS—Completely modern synthetic (Dettex) drycleaning plant with Haertel cold storage vault. 50 years successful operation. Top prices. Annual volume \$75,000. Terms \$15,000 down. ADDRESS: Box 9555, THE NATIONAL CLEANER. -2

MAKE OFFER on complete A-1 synthetic plant located in Denver. Yearly gross \$29,000. Selling because of other interest. ADDRESS: Box 9556, THE NATIONAL CLEANER. -2

FOR SALE: COMPLETE DRYCLEANING AND BUILDING. IDEAL FOR MAN AND WIFE. FOR INFORMATION WRITE OR INQUIRE AT ABRAHAM CLEANERS, HEBRON, NORTH DAKOTA. 9545-2

Drive-in Dettex plant, all cash and carry. Finest equipment, \$40,000 gross, northern Indiana. Retiring. ADDRESS: Box 9546, THE NATIONAL CLEANER. -2

In western Massachusetts, three completely equipped synthetic plants, seven years old. 1960 volume over \$100,000. Available cash after all payroll and other operating expense over \$10,000. By working one store, cleaner and spotter can increase this amount by \$5,000. Price \$38,000. ADDRESS: Box 9562, THE NATIONAL CLEANER. -2

Drycleaning plant with one branch. Doing cash and carry business only. 10 years lease on building. Established 5 years. Fine location. Average about \$500 weekly. All equipment in fine shape. Write G. A. Blackwell, 6224 Hodgson St., Metairie, La. 9565-4

HELP WANTED

Working manager for package plant. Capable in all phases. Send complete details. Quality established for over 25 years, Albany, N. Y. ADDRESS: Box 9561, THE NATIONAL CLEANER. -7

Route sales supervisor: Unusual opportunity for person with proven ability to take complete charge of training and supervising ten established city wide retail routes. This company is top quality in its field and potential is unlimited. All replies confidential. Mr. Nichols, Plaza Cleaners & Laundry, 4300 Penn, Kansas City 11, Missouri. 9552-7

Working manager position wanted in medium size or small plant. 23 years in drycleaning business. Now working as manager of medium size plant. Would like position in Florida. Sober and reliable. ADDRESS: Box 9553, THE NATIONAL CLEANER. -7

SITUATIONS WANTED

Hard-working cleaner-spotter, all-around manager and experienced laundry superintendent. Made big mistake of moving to California. Desires to relocate. Forty years of age, family man, steady, very capable and personable. Twenty years experience with best of references. ADDRESS: Box 9527, THE NATIONAL CLEANER. -5

EXPERIENCED CLEANER AND SPOTTER WANTS POSITION IN SMALL OR MEDIUM SIZED PLANT AS WORKING MANAGER. 31 YEARS EXPERIENCE IN BOTH SYNTHETIC AND PETROLEUM SOLVENT. MARRIED, SOBER AND RELIABLE. WOULD LIKE TO RELOCATE. ADDRESS: Box 9536, THE NATIONAL CLEANER. -5

DRYCLEANING AND LAUNDRY MANAGER: 25 years experience. Knowledge of all phases of industry. Training, quality, production, cost control, office management and equipment installation and maintenance. James Nalley, 1015 North 'C' Street, Muskogee, Oklahoma. Phone MUrray 7-5675. 9557-5

Manager's position wanted: Young man desires position in progressive plant or plant with opportunity to buy in. Recently sold own drycleaning establishment. 20 years experience in all phases including selling. N.I.D. graduate. Best of references. ADDRESS: Box 9535, THE NATIONAL CLEANER. -5

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ATTENTION DRYCLEANING CHEMICAL SALESMEN: One of the industry's leading chemical and detergent manufacturers is increasing his sales staff throughout the nation. If you have industry experience and proven sales record we want to talk to you. We offer salary and liberal benefits. **ADDRESS:** Box 9559, **THE NATIONAL CLEANER.** -14

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1-1500 gallon Vic filter with tank, shakers, pump and motor. Perfect condition. Whisler's Laundry and Drycleaning, 531 Broadway, Hanover, Penna. 9543-4

30 lb. Martin synthetic drycleaning machine with filter and still, \$2,350; Vic Muck cooker, \$250; Vic mileage booster, \$995; American Perco-Saver, \$795; pants stretcher, \$50; windwhip, \$50; air vacuum for (5) presses, \$125; Glover offset silk fin unit, \$250; steam spotting board, \$75; 1-American monel washer 25 lb., \$295. All equipment in excellent operating condition, some almost new. Whitehead Laundry and Cleaners, 411 S. Hamilton St., Dalton, Georgia. 9544-4

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STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946 AND JUNE 11, 1960 (74 STAT. 208).

SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION OF The National Cleaner, published monthly at Lancaster, Pa., for October 1, 1961.

State of New York }
County of New York }

1. The names and addresses of the publisher, vice president, executive manager, and editor are:

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Vice President: Edward A. O'Rorke, 466 Lexington Ave., New York 17, N. Y.

Executive Manager: Edward B. Wintersteen, 466 Lexington Ave., New York 17, N. Y.

Editor: William R. Palmer, 466 Lexington Ave., New York 17, N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) The Reuben H. Donnelley Corporation, 466 Lexington Ave., New York 17, N. Y.
Dun & Bradstreet, Inc., 99 Church St., New York 8, N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

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5. The average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required by the act of June 11, 1960 to be included in all statements regardless of frequency of issue.) 17,221.

EDWARD A. O'RORKE,
(Signature of Vice President)

Sworn to and subscribed before me this 20th day of September, 1961.

WALTER H. FREDRICKS
Notary Public, State of New York
No. 41-6391975
Qualified in Queens County
(My commission expires March 30, 1962)

Term expires March 30, 1962.

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MR. MANUFACTURER:

"In depth" typifies the thoroughness of The NATIONAL CLEANER's editorial treatment to assure progressive, top management in the drycleaning industry full, authoritative information to guide them in their important decision making functions.

A typical example of "in depth" coverage is in this current issue featuring:

- **DENVER—The Coin-op Capital Of The World**
- **PACKAGE SUPER-MARKET—A Shopping Center Offering Coin-op Drycleaning, Laundry and Finishing Services**
- **CLEAN - ONLY PROVES SUCCESSFUL**
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THE CUSTOMERS ALWAYS WRITE

Only 1,400,000 Are Mad

To the Editor:

Are these figures correct on Page 96 of your Guidebook—"14,000,000 customers inconvenienced"?

GARY'S CLEANERS &
AUTOMATIC LAUNDRY
Eloy, Ariz.

No! There's one zero too many. There were only 1,400,000 customers involved in claims adjustments by cleaners last year. But as a matter of further speculation, how far short of 14 million should we estimate the number of customers disappointed by the quality and/or service of cleaners? Are there nine gripes for every concluded claims adjustment? We don't know, we're only asking.—EDITOR

Thanks From NID

To the Editor:

On behalf of our directors and staff and me personally, thanks a million! I don't know how a trade journal could ever give its national association a better boost than you did in the September issue. I have read it all twice—and I think I will read it again this evening.

GEORGE P. FULTON
General Manager
National Institute of Drycleaning
Silver Spring, Md.

Filter Muck Breeds Odors?

To the Editor:

Since the appearance of your article, observations have been made in plants affiliated with the odor problem. The major activity has been distinctly traced to the surface of the filter muck where the bacteria are in close contact with the removed salts known to accelerate the growth of these organisms. Daily removal of muck from the filter will eliminate the environment conducive to the growth and feeding of these odor-forming bacteria.

If this removal of muck had to be done manually every day, the labor costs would be too high for even a small plant. However, with the aid of a machine we developed, the filter doesn't have to be opened or drained,

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
The National Cleaner
466 Lexington Avenue
New York 17, N. Y.

and the solvent usually wasted is returned to the system. This effects considerable savings of time, labor and supplies aside from controlling the vicious odor problem.

We certainly enjoyed your article, and we hope to hear more from you on the subject of solvent odor.

EVERETT R. DILL
Sales Manager
Master Manufacturing Co.
Sioux City 2, Iowa

Link Reward to Goal

To the Editor:

Our route supervisor's job is to bolster sales, hold sales meetings, know each route, make quotas, keep statistics on routes, keep inventories on routes. Compensation is \$48 per week, plus 2 percent of gross route volume, plus 2 percent of increase over quota (new routes purchased not

included), plus paid holidays and small Christmas bonus given all employees.

We realize last winter was bad for quota breaking, yet we can't help feeling a bit disappointed. Would you suggest a different arrangement?

ANONYMOUS

Perhaps the arrangement ought to be focused more sharply on the goal of increasing sales. Assuming you had route volume of \$125,000, set a base quota of the \$100,000 that you might get anyway. Then forget the two 2 percent awards. Give a higher percentage, say 10 percent, for everything above the base quota. If he runs wild and earns an extra \$5,000, fine—that's what you're paying him for. He'll make it possible for you to earn more, too. (If you can't, that's a different problem.)

It should be made clear to the man that his quota will change from year to year. He does not get a vested interest in all increased volume. At the same time, the base quota set should enable him to earn a little more each year with consistent effort.

Finally, when a bonus plan does not seem to be working right, it is not necessarily to blame. Bonus plans are merely mechanical devices. They can't function if human relationships are out of kilter. So it is advisable to probe all around the area before junking a plan that appears workable on the face of it.—EDITOR



Me, your counter girl? . . . You don't even know what I look like.

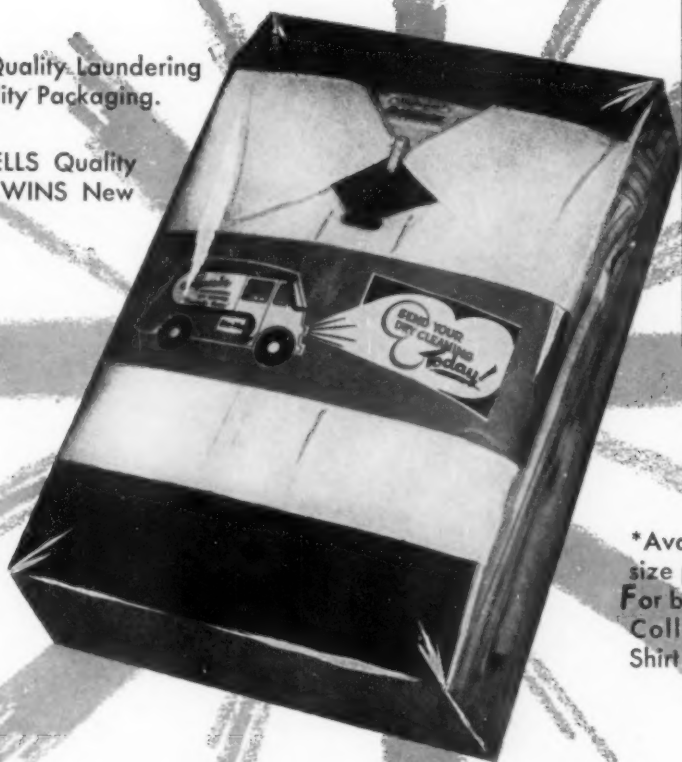
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B	3	—
C	4	3
D	5	4
E	6	5
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G	8	—

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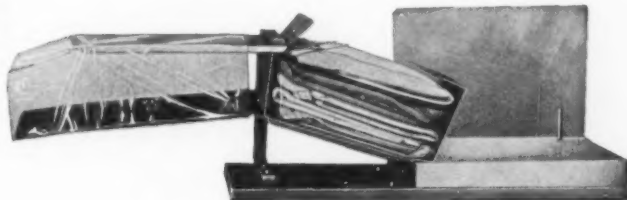
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Photo courtesy of Nu Luxe Cleansers and Shirt Service, Cranston, R. I.

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